

# Radio & Records

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THE INDUSTRY'S NEWSPAPER

SEPTEMBER 4, 1981

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## CENTURY PLANNING LEGAL ACTION

### St. Louis Book Reissued

A revised Spring '81 Arbitron report for St. Louis has been mailed to the market, but a controversy between the Doubleday and Century Broadcasting companies still lingers. The reissue involved Arbitron correcting 72 diaries in which credit was inadvertently given to Doubleday's AM KWK rather than to its FM, WWWW. The new book gives WWWW a total week 12+ share of 7.9, just one-tenth of a share ahead of AOR competitor KSHE, owned by Century. Lynn Christian, VP of Century, told R&R that as a result of the situation his company is contemplating "legal action against both Arbitron and Doubleday."

#### Identifier Confusion

Part of the reason for the attitude at Century, and for the possible diarykeeper confusion, is Doubleday's former use of the on-air identifier "KWK Stereo" for its AM station. Century went to the FCC asking for action requiring Doubleday to stop using this identifier, and according to Doubleday Broadcasting President Gary Stevens, "We immediately stopped after we received word from the FCC." However, the Doubleday stations continued to submit the slogan to Arbitron for diary crediting, an action which Century feels "involves complicity on the part of Arbitron."

Because of the possible diarykeeper confusion, Arbitron implemented a special edit procedure several sweeps ago. Entries that involved the AM calls but mentioned the "FM" suffix or the FM dial position were given entirely to WWWW's estimates. Christian responded, "As Arbitron clients we should have been informed of special edit procedures that could hurt us financially." The special edit was not followed fully in 72 diaries this ST. LOUIS/See Page 19

## HEADQUARTERS MOVED TO ATLANTA

### Davidson Becomes VP/GM For Gannett Broadcasting Group

Jeff Davidson has been elevated to Vice President/General Manager for the Gannett Broadcasting Group, coming from his previous post as President/General Manager with Gannett's WXIA-TV/Atlanta, a position he had held since 1976.

Concurrent with Davidson's promotion, Gannett announced that it would shift the headquarters of its broadcasting group from Denver to Atlanta.

Commenting on the promotion and relocation, Gannett Broadcasting Group President Al Flanagan said, "Jeff has a proven track record as an aggressive and

## ENDS 15-YEAR ERA

### WFIL Converts From CHR To Country

WFIL/Philadelphia dropped its CHR format of the past 15 years in favor of Country, effective Friday (9-4). WFIL President/GM Jim De Caro, who made the announcement, attributed the change "to the fractionalization from other stations with the same (CHR) format."

"WFIL's sister FM station, WUSL, switched to Country in July," De Caro continued, "and has

had good response to the move from listeners. This town is ripe for a well-programmed country sound on AM too. Country music is the format of the '80's, favored by 14 percent of today's listening audience."

Dean Tyler, WFIL Program Director, told R&R he would stay on as PD, noting that he had never programmed Country before, but had done country shows.

"It is a very interesting and exciting change for WFIL," said Tyler, adding that WFIL "will be more personality-oriented than WUSL, with more of a news commitment and a broader playlist, but with quicker rotation. The move really makes a whole lot of sense to me. I'm looking forward to the change and the challenge."

#### Staff Shakeup

In the wake of the announcement, several WFIL staffers have exited, notably morning man Don Cannon (a five-year station vet), WFIL/See Page 19

## STEDMAN NEW WLW PROGRAMMER

### Cooper Exits WLW For KULF PD Post

George Cooper has resigned as PD of WLW/Cincinnati to accept the program director's job at KULF/Houston. KULF General Manager Dick French told R&R, "I'm pleased to announce that George Cooper will arrive officially on September 8. George brings to KULF the talent, the skills, and the track record of one of the finest programming men in contemporary radio today. We're privileged to have his expertise to lead us down the road from here. If you put WLW and KULF side-by-side... there are a lot of parallels between the two stations. The differences, which can be easily pointed out, are the ratings. George will be the decision-maker on the final product that goes over the air and the personnel involved in doing it. Incidentally, George is from Texas."

In the past he programmed WOAI and KONO in San Antonio."

Filling the vacancy created by Cooper's departure from WLW is former WKQX/Chicago programmer Bill Stedman. Stedman commented to R&R, "WLW is the nation's station - one of the most COOPER/See Page 19

## Boardwalk Promotes Biegel, Kranzberg



Irv Biegel

Boardwalk Executive VP Irv Biegel has been promoted to the position of President/Chief Operating Officer, and Promotion VP Scott Kranzberg has been promoted to Senior Vice President.

Commenting on the restructuring, Boardwalk founder and Chief Executive Neil Bogart said, "Knowing that Boardwalk's daily operation is in such capable hands has freed me to pursue the development of other projects for the company. The day-to-day decisions at Boardwalk will be shared by the leadership team we've developed. My five-year association with Irv Biegel and my year's experience with Scott Kranzberg



Scott Kranzberg

have convinced me that their contributions will continue to BOARDWALK/See Page 19

## FOUR OTHER KEY EXECUTIVE POSTS FILLED

### New CBS Network Names Kipperman VP/GM

Robert Kipperman has been appointed Vice President/General Manager of CBS Radio's new Radioradio network. Kipperman comes to the net from the CBS Television Network, where he had been VP/Eastern Sales since November 1979. He joined CBS in 1968 as an account executive for

the radio network, moving to CBS-TV two years later.

Kipperman told R&R, "I'm both excited and challenged by my return to CBS Radio at the helm of its new network, Radioradio. This new venture into younger adult-oriented programming is an im- CBS/See Page 19

### Peters Named PD At WEEI-FM



Rick Peters

Rick Peters, Program Director at Love 94(WWWL)/Miami for the past 3 1/2 years, has been named PD at WEEI-FM/Boston. Commenting on his shift from one "soft AOR" station to another, Peters told R&R, "The radio stations are incredibly similar so far as their positioning is concerned. A lot of the strategies and marketing concepts done in PETERS/See Page 19

Get "Lucky" This Week

**"A LUCKY GUY"**  
New From  
**RICKIE LEE JONES**



Produced by Russ Titelman  
and Lenny Waronker



On Warner Bros. Records



## WUBE Promotes O'Brien, Hamilton & McCoy



Paul O'Brien



Duke Hamilton

Three WUBE-AM&FM/Cincinnati staffers have been promoted to new positions at the stations. Current WUBE-AM & FM Program Director Paul O'Brien has been elevated to the newly created position of Operations Director for both stations. O'Brien joined WUBE in 1972, becoming PD in 1979.

Duke Hamilton, who has been Music Director for the stations, will become Program Director for WUBE-FM. In the third appointment, WUBE-AM personality Mike McCoy was named Program Director of WUBE-AM.



Mike McCoy

WUBE/See Page 19

## NBC Signs Deal With Scientific-Atlanta

A letter of intent between NBC Radio and Scientific-Atlanta to supply digital earth stations upon demand to NBC affiliates was agreed upon early this week. Negotiating for NBC was Executive VP/Network Development Chuck Renwick. Following ABC's similar announcement two weeks ago, NBC's potential demand for 350 earth stations for its regular net and 175 for the Source bring Scientific-

NBC/See Page 19

## Advisory Council Meeting Revives HDBA, Freezes Monthly Data

The Arbitron Radio Advisory Council met with Arbitron executives in Seattle last week, focusing on the future of Differential Survey Treatment and the controversy over monthly ratings data.

Arbitron agreed not to eliminate the High Density Black Areas around the country until 1982. Differential Survey Treatment will still begin in 1982, but the removal of HDBA will be postponed. Arbitron's Mike Membrado told R&R, "We feel this will give us a chance to test the impact of DST before we eliminate the HDBA's."

The Council put on record its opposition to the release of monthly data from Quarterly Measurement surveys, and suggested that such data not be released until after the end of the survey, if at all. ARBITRON/See Page 19

## WBCS Adds Art Roberts For Afternoon Drive

Art Roberts joined Country-formatted WBCS/Milwaukee in afternoon drive Monday (8-31). Roberts, a longtime Chicago personality at WLS and WKQX, commented on his move to WBCS, "WBCS is personally my favorite radio station in Milwaukee. When the opportunity presented itself, I snapped it up. I want to become a friend to my listeners. I want my show to be a part of Milwaukee. I plan to do a different show every afternoon and minimize repetition."



Art Roberts

ROBERTS/See Page 19



## A Prisoner Of Pepsi

That's what WQDR/Raleigh air personality John Lisle became in an effort to raise money for muscular dystrophy. John barricaded himself inside a giant house constructed of over 48,000 cans of soda at a Raleigh shopping mall. He broadcast his show live from inside the "house of Pepsi," stumbling out 4 1/2 days later having sold all the cans and exhausted his supply of video games and old TV movies on cassette. M.D. gratefully accepted a check for over \$3000 from WQDR's unusual Pepsi sale.

## ADAMS HEADS KFDI OPERATIONS

### Pirwitz Named Group PD For Great Empire

Don Paul Pirwitz has been promoted to Group Program Director for Great Empire Broadcasting Inc., the Wichita-based operator of Country stations KFDI-AM & FM/Wichita, KTTS-AM & FM/Springfield, MO; KYNN-AM & FM/Omaha; KWKH & KROK-FM/Shreveport; and KRBQ/Denver. Pirwitz most recently served as PD for KTTS, a position he had held for



Don Paul Pirwitz

PIRWITZ/See Page 19

## Faraci Elevated To Sr. VP/Promotion For Atlantic

Vince Faraci has been promoted to Senior Vice President/National Promotion for Atlantic Records. A 12-year veteran of the label, Faraci most recently served as Atlantic's VP/Promotion.

Commenting upon the announcement, Atlantic Exec. VP/GM Dave Glew said, "Since last year, Atlantic has been enjoying one of the hottest streaks in the company's history. This promotion serves to recognize Vince's close involvement in our successes. His dedication and professionalism have helped make Atlantic Records the power that it is in the industry today."



Vince Faraci

## Pantonini New Creative Services Director For ABC Enterprises

Pat Pantonini has been named Creative Services Director for ABC Radio Enterprises, moving from a similar position at WABC/New York. Rick Sklar, ABC's VP/Programming, in making the announcement, said, "We are proud to have an individual with Pat Pantonini's experience and award-winning background in advertising and promotion join the ABC Radio Enterprises team. His tenure with WABC

PANTONINI/See Page 19

## R&R To Observe Labor Day Holiday

The Los Angeles and Washington offices of Radio & Records will be closed Monday, September 7 in observance of the Labor Day holiday. R&R will resume normal business hours on Tuesday, September 8.

### IS POOR LOCAL PROGRAMMING PUTTING RADIO IN DANGER?

Washington communications attorney Victor Ferrall believes radio is not supplying a strong local alternative to impending national audio/visual information services.

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### VICTORY FOR V103 IN ATLANTA

PD Scotty Andrews competes with pop stations as well as Black outlets, with considerable success.

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### GOOD NEWS REPORTERS ARE WORTH KEEPING

When a station finds a reporter who gives that extra effort, it should make extra efforts to keep that reporter happy.

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### WROW-AM&FM COVERS EASY LISTENING SPECTRUM

The Albany stations have 20 years of Beautiful Music history and a newly-evolved Easy Listening format on the AM.

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### WWW WINS FIRST TIME OUT

PD Dene Hallam explains how the former Detroit AOR changed format and took the Country lead.

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### THE ADVANTAGES OF STABILITY IN RADIO

KOY/Phoenix's Dan Armstrong provides the perspective of 13 years at one station.

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### KSTT DOMINATES DAVENPORT

The longtime CHR AM bosses the Quad Cities with a full-service approach.

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# Washington Report

## D.C. Current

**In All Fairness...**  
 "Unfavorable references to a person's intelligence, education or ability are not personal attacks, no matter how insulting they may sound," the FCC advised Milwaukee Mayor Henry Maier last week as it dismissed his complaint that WTMJ-AM & TV and WKTI-FM/Milwaukee aired falsehoods, one-sided coverage, and personal attacks on him in editorials about a city labor dispute. Editorial opinion is protected free speech and the mayor didn't prove his charges, the FCC ruled... Also last week, the FCC upheld a prior ruling that KBFL/Bufalo, MO did not violate the Fairness Doctrine by choosing not to cover a local bond issue referendum. Except in rare cases, the Commission said, "The selection of issues for airtime is left to a station's discretion"... the Commission also upheld a decision clearing KVIP/Redding, CA of a religious group's charge that it was attacked in a sermon on humanism. According to the FCC, the group failed to prove humanism is a controversial local issue or that "an identifiable person or group" had been attacked.

**Hold On Deregulation?**  
 ... The chances of any radio deregulation bill clearing the House this fall have been all but ruled out by an aide on Tim Wirth's Telecommunications Subcommittee. "What I'm saying now is that it's dubious," Roberta Weiner told R&R, explaining, "We are going to have our hands absolutely full with common carrier legislation and with foreign corrupt practices. I think they'll start to think about broadcast and cable when they come back (in January)." However, one NAB official noted that there were "assurances" of progress this fall when deregulation was dropped from the budget bill. (The action on this bill doesn't affect FCC's deregulation, now in effect.)

**NTIA Keeps Low Profile...**  
 Relatively little has been heard from the National Telecommunications and Information Administration (NTIA), which, under Henry Geller, advocated such things as new classes of FM's and 9 kHz. Bernie Wunder, new administrator, has stopped peppering the FCC with filings, reportedly because he wants to keep a low profile. Also, seven of the 10 lawyers who write the filings in the NTIA's General Counsel's office have quit recently and have not been replaced.

**How Does Group W Spell Relief?**  
 ... Westinghouse wants the FCC to grant a tax certificate, redeemable for a big capital gains tax break, on its sale of WMJX/Boston (formerly WBZ-FM) to Greater Boston Radio. The sale is eligible, Group W claims, because it breaks up a grandfathered AM-FM-TV combination, furthering FCC diversity of ownership goals.

**A Place Out Of The Sun...**  
 Extended service for daytimers was the topic Tuesday at a meeting of the top level officials of the FCC, NTIA, NAB, and the Daytime Broadcasters Association. Pleased with the session, NAB Executive VP/GM John Summers told R&R, "There's a commitment to daytimers at the FCC that hasn't existed previously." He expects the FCC to undertake some studies and eventually propose real relief. Given scant attention at the meeting was the NTIA's petition, filed last week, to give daytimers an extra 30 minutes of airtime in both AM and PM.

**RAB's Business Backgrounders...**  
 The RAB this week released "Instant Background," a volume containing two-page descriptions of 75 types of business designed to help radio salespeople get a quick working knowledge of clients and build rapport. First-time businesses covered include video stores, computers, daycare centers and the fireplace-woodstove industry, with data ranging from characteristics and best customers to when business occurs and cash vs. credit sales, etc.

**Cleaning Up "The" Act...**  
 A wish list of legislative changes is being drafted by the FCC in hopes of bringing the Communications Act up to date. "There's a lot of stuff that's been in there since 1934 that's pretty passe," according to Jackson Lee, new head of the FCC Legislative Unit. Most of the proposed changes will be technical, Lee said. The list will soon be forwarded to Capitol Hill, after each Commissioner has had a look at it.

### R&R TALKS WITH VIC FERRALL

## Localism Is Radio's Weapon Against Death By "The Wire"

Washington Communications Attorney Believes Radio's Local Service Is Poor; New Deregulation Bill Will Die In The House; Abolishing Form 324 Would Be "Tragic Mistake"; Tough Sledding For Multiple Ownership Changes

Senator Bob Packwood (R-OR) often talks about "the wire" that will someday bring an almost unlimited stream of audio and visual services into every home in America. That wire may strangle broadcasting, unless radio and television start doing a better job of providing unique services to local communities, according to communications attorney Victor Ferrall of the Washington firm Crowell & Moring.

Ferrall's views are backed up by 18 years in communications law, preceded by service in both the Justice Department's antitrust division and the late Senator Estes Kefauver's antitrust subcommittee.

### Will The Wire Make Radio Irrelevant?

Ferrall poses the question, "Once the wire is in, what reason is there for preserving the integri-

## SHOULD THE FCC CARE?

### "Number One Country" Slogan Dropped After Rival Complains

A dispute between Canton, OH's two AM Country rivals ended last week when WNYN withdrew its demand for FCC sanctions against WQIO for using the slogan "Number One Country" without hard evidence to back up the claim.

WQIO said it was unaware of any rule violation and dropped the slogan when WNYN asked the

Commission to order the phrase off the air or start proceedings to revoke the station's license for

making "deceptive claims."

### Arbitron, FCC View Slogan Disputes Differently

Arbitron is only concerned with slogans that are identical, or close enough to cause confusion in the minds of listeners. The firm does not mediate disputes, but expects stations to resolve conflicts among themselves.

The FCC, on the other hand, is not interested in confusion, but wants to make sure that quantitative claims are based on fact and do not involve any misrepresentation of survey results. Acting Complaints and Compliance Division Chief Steve Sewell told R&R, "If you say something to indicate ratings such as 'number one station in the area' (a quantitative claim), and in fact you're not, or you're number one among midgets listening from 2:45 to 3:00am, then you'd better qualify it. If you say 'the best country 'n' western station in the whole damned country' (a qualitative claim), nobody's going to question that."

Sewell added, "In a deregulatory era, a basic question is should we care about misuse of survey results? That's one of those areas I hope the Commission will look at very closely."

(Editor's note: The Canton case involved an alleged lack of documentation, rather than any misrepresentation or misuse of data.)

## Radio Reporter Protects Source, Faces Jail Term

David Tragethon, a 24-year-old reporter at KIUP & KRSJ-FM/Durango, CO, faces a \$500 fine and an indefinite jail term for refusing to tell a judge how he learned that two suspects in a shooting murder had confessed. The stations are owned by former President Gerald Ford and Leonard Firestone, who served as Ford's Ambassador to Belgium.

Judge Al Haas wants to know whether any court or law enforcement personnel violated his gag order prohibiting release of details on the case by furnishing information to Tragethon and a reporter for the Durango Herald.

Colorado, where no reporter has been jailed for protecting a source since 1961, has no shield law, so Tragethon and his print colleague are claiming protection under the First Amendment. Penalties against the two have been postponed pending court action this week (9-3) on their request for a new hearing on their contempt citations.



David Tragethon

KIUP & KRSJ VP/GM Karen Maas told R&R the decision to protect the source is Tragethon's own, but she is backing him up, as are President Ford and Leonard Firestone, who are being kept abreast of developments by Maas.

Commenting on the case, President Ford told a recent press conference in Durango, "I think there ought to be some reasonable legislation on the state and federal level that would give confidentiality a very, very high priority."

they've been less than clear that they need politicians."

For instance, he asserts that the lowest-unit rate for candidates was the direct result of broadcasters refusing to sell politicians anything but "triple gold-plated time." He also points to a 1980 court decision by federal judge Abner Mikva, who dealt with stations extensively during his years as an Illinois congressman. "He

**"Radio has a special capability and that is to be local, and it needs to do that if it wants the support of Congress."**

was still sore," says Ferrall. "You could see it in his decision."

Ferrall also faults broadcasters for paying little attention to S. 298, the common carrier bill currently in the Senate that would open up competition to AT&T. If that bill brings "the wire" closer to reality, Ferrall warns broadcasters,

"then the telephone bill is your bill and you'd damned well better be concerned about it. This neat cleavage between broadcasting and common carrier may have been real 40 years ago, but today the difference is insignificant."

### Fall Deregulation, Multiple Ownership Changes Unlikely

On other topics, Ferrall predicted:

- Any new radio deregulation bill will die in the House this fall.

- Chairman Fowler will have trouble changing the 7-7-7 ownership rule because some limit has "broad general appeal."

- The demand for radio stations, even daytimers, will continue to be high despite 20% interest rates and sagging profits.

- Pressure for new stations will slacken now that the Ferris "more of anything is better" philosophy is gone.

- More major corporations will buy up expensive broadcast properties as a defense against foreign or hostile takeover bids.



# CARPENTERS

(WANT YOU)  
**BACK IN MY  
LIFE AGAIN**

The message is clear, radio listeners all over America want the Carpenters back in their lives again. On the heels of the multi-format hit single "Touch Me When We're Dancing" AM 2344 comes the definitive new single from Richard and Karen Carpenter, "(Want You) Back In My Life Again" AM 2370.

The New Single "(Want You) Back In My Life Again."


CARPENTERS  
...BACK IN  
RADIO'S LIFE  
AGAIN WITH  
MUSIC...



MADE IN  
AMERICA SP 3723  
ON A&M  
RECORDS  
& TAPES



PRODUCED BY  
RICHARD CARPENTER

Management:  
Management Three 

WCAO  
WFBR  
WHYN  
KNUS

KINT  
KHFI  
WVLK  
KIOA

KIOY  
WJBQ  
WFLB  
WXLK

FM99  
WMGK  
WBEN  
WCCO-AM

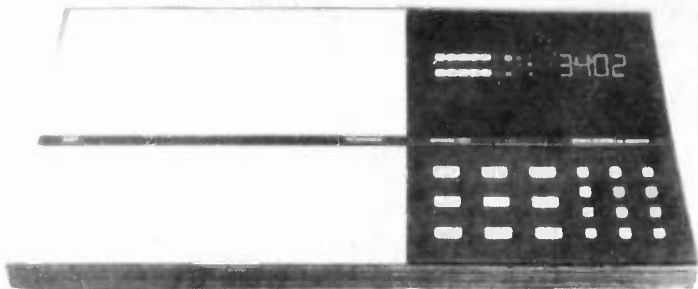
WIP  
WLTA  
WSB  
WGN

WLW  
KMBZ  
KEX  
WDEF

WFTL  
WDBO  
WRVA  
WACI  
WDIF



## Bang & Olufsen Intros Tape Recorder With Improved Headroom



**Bang & Olufsen's "Beocord 8002"** is a tape recorder designed for use with the firm's "Beosystem 8000" computer-directed stereo component system. The "Beocord 8002" incorporates redesigned "Dolby" HX circuitry providing a dynamic bias control that operates independently from any special noise reduction circuitry.

This feature allows the "Beocord 8002" to offer up to 7dB increased headroom at 10kHz, meaning that ferric tapes recorded with the "Beosystem 8002" give essentially the same performance as normally recorded metal tapes. The system treats right and left channels separately. Because it operates independently of any noise reduction system, this circuitry is applicable for commercial recording purposes as well as for home recording.

In addition to this exclusive feature, the "Beocord 8002" contains a micro-computer to provide a real time measurement and reference system. Furthermore, the unit can be programmed to turn itself on for either recording or playback at a given time.

### Instant Tape Access

An illuminated display panel enables you to locate at a glance a particular segment on a tape being played or recorded. Access to any location on the tape can be achieved electronically as well. Here's how it works:

By simply touching keys (1-0-0-8, for example) on the unit's control panel, the tape automatically winds up to the segment that is 10 minutes and eight seconds into the tape.

The "Beocord 8002" also contains a four-second automatic pause feature as well as a single combination "Sendust" (iron, aluminum, and silicon) tape head to avoid alignment problems. The unit can be used with metal tapes as well. For further information, contact **Bang & Olufsen of America Inc.** at 515 Bucse Road, Elk Grove Village, IL 60007.

## Ten Tips To Combat Jet Lag

That bane of the 20th century, that peculiar travel fatigue known as "jet lag," is a common problem among those whose business demands they spend a fair share of their time airborne, relentlessly criss-crossing time zones.

However, jet lag can be overcome, or at least its effects significantly reduced, claims Dr. **Anthony Turner**, Senior Overseas medical Officer for **British Airways**, who offers these ten tips for weary travelers:

- 1) If possible, get a day flight that will see you arriving at your destination close to your normal bedtime.
- 2) Try to relax during the 24 hours prior to a long flight.

- 3) Cut down on smoking before and during your flight.
- 4) Avoid excessive alcoholic consumption while on the flight.

- 5) Do consume plenty of liquids while on the flight, however.
- 6) Stay away from fried or fatty foods just before and during the flight.

- 7) Wear loose-fitting, comfortable clothing and shoes.
- 8) Remember to take lightweight but warm clothing with you.

- 9) Insist on 24 hours rest after any flight that involves more than five hours of time change.
- 10) If your flight crosses more than one time zone, carry a mild laxative and even a mild sleeping drug.

## RADIO APPLICATIONS

### "Brand Personality" — More Than Just A Buzzword

A couple of years ago, it was "positioning," last year it was "psychographics," and this year Madison Avenue's favorite buzzword is "brand personality." According to a recent article appearing in the **Wall Street Journal**, many advertising experts claim that a brand's "personality" is equally as important as the product itself.

Obviously, a radio station is a product, each with its own brand personality. Consider the following statement from **Young & Rubicam** Creative Director **Frazier Purdy** and how it relates to your radio station: "In today's marketplace," Purdy says, "product categories are packed with competitive entries that seem, for all practical purposes, to be very much

alike." Because there's often little difference between ads for competing products, Purdy points out that "the most distinctive thing about a brand may well be its personality."

But what is brand personality? Simply stated, it's how people *feel* about a brand (instead of what the brand does). Put another way, brand personality exists when a consumer says "that's my kind of product," rather than "I need that product." **Grey Advertising** asserts that a properly developed brand personality not only results in purchase motivation, but also in "a friendship between the product and the consumer."

Who has brand personality? Among lighters, "Bic" does (and "Cricket" doesn't). "Marlboro" cigarettes do,

and "Pall Mall" cigarettes don't. "Charmin" toilet tissue does, but "ScotTissue" doesn't. Neither do "Wylers" powdered beverages, but "Kool-Aid" has it.

### The Product Personified

Brand personality can also be seen as the product personified. "Jell-O," for example, is described by one ad exec as "that very nice lady who lives next door. She's not too old-fashioned, loves children and dogs, and has a little streak of creativity, but isn't avant-garde."

Because the concept of brand personality is relatively vague, consumers often have difficulty putting these brand personalities into words. To circumvent this, Young & Rubicam asked interview subjects to pretend they were "Chee-Tos" and "Fritos" snack chips, and to discuss certain situations where they might be served. Another study asked consumers to associate headache remedies with famous people — "Excedrin" was most often linked to **Richard Nixon**.

Once personality has been defined, it can then be used to determine such features as the tone, spokesperson, and locale for advertising. A word of caution here — stepping out of a brand's character can lead to disastrous sales slides. The mark of an effective brand personality is if the brand name were removed from the commercial, the consumers could still tell you the name of the product. Can they say that for your station's ads?

### Sharp's Double Cassette Deck

The "GF-77," manufactured by **Sharp Electronics**, is a portable AM/FM stereo radio/cassette player that sports a double cassette



mechanism which allows you to record from one cassette to another.

Additional features include soft-touch operation, noise reduction, metal tape capability, automatic dubbing with mike mixing, variable echo, super woofer attenuators, ALC or manual recording, timer stand-by, full input/output facilities, and separate bass, treble, and balance controls. Price: \$799.95.

## Harris Adds Word Processing To "Autotron" Business System

The "Autotron," Harris's business automation system, now incorporates word processing, allowing broadcast stations complete data processing and office automation capabilities.

One of the many ways in which the "Autotron" can be used is to automatically create letters or documents using the device's already established database for names, addresses, and statistics, thus eliminating the need to maintain a separate or additional database for the word processor.

Each "Word Processor Work Station" features a typewriter-style electronic keyboard, a 12-inch diagonal non-glare screen with vertical and horizontal scrolling, and prompting messages that appear on the screen to assist the operator during data input.

The word processing system includes a "DPS" six letter quality printer which permits use of 10 or 12-pitch and multiple type fonts. The printer is also capable of handling up to 160 character lines in the 12-pitch configuration and is available with a cut-sheet feeder and forms tractor.

Basically, the word processor is designed to be used in creating form letters, contract preparation, writing recurring reports, and other common, repetitive office tasks. For further information, contact **Eric Jacobsen** at (217) 222-8200.

## The L.A.S.T. Sound Preservation Kit

The latest method to reduce distortion and prolong record life is called the "L.A.S.T." (an acronym for **Liquid Archival Sound Treatment**). Unlike other products currently on the market, "L.A.S.T." is not a lubricant nor an anti-static treatment. Instead, "L.A.S.T." bonds with the record's vinyl, creating a new surface. Reportedly, even new records sound better after an application.



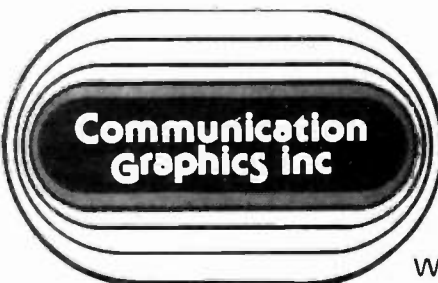
"L.A.S.T." is easy to use. First you clean the disc with a solution from one of the two bottles by applying the solution to a narrow pad which is held along the record while it is in motion. Then you apply the preservative from the second bottle in the same manner.

Each "L.A.S.T." is said to treat about 70 records, each for 200 plays. Priced at about \$19.95, "L.A.S.T." is available from **Gamma Omega Associates Inc.** at P.O. Box 41, Livermore, CA 94550.

## Hot-Tub Clubs Bubbling Under U.S. Mainstream

Hot-tub clubs, currently making a splash on the West Coast, are surfacing in other regions of the U.S. Featuring names like the "V.I.P. Suite," "Le Hot Tub Club," and "Hot Tub Fever," firms renting hot-tub rooms for \$10-\$20 per hour have flooded California, with "Hot Tub Fever," located in Santa Monica, providing a private room with hot tub, sauna, floating backgammon sets, and a stereo system for its \$10-an-hour fee.

The trend is spilling eastward (an establishment called "The Soak" just opened in Santa Fe, NM) with entrepreneurs reportedly setting up clubs in most major metros. So far, the hot-tub clubs' biggest obstacle for growth lies in their image problem, which is viewed as similar to massage parlors — a trend which peaked a few years back.



# stickers.

Ask how ours can be so much better at such a terrific price!

TOLL FREE 1-800-331-4438

WINDOW DECALS • BUMPERSTICKERS

5 YEARS AGO TODAY



**JOHN LUND NAMED PD AT WISN/MILWAUKEE.**



**LES ACREE BECOMES PD AT WKDA/NASHVILLE.**



**NUMBER ONE FIVE YEARS AGO: "Don't Go Breaking My Heart" — Eiton John & Kiki Dee (Rocket)**



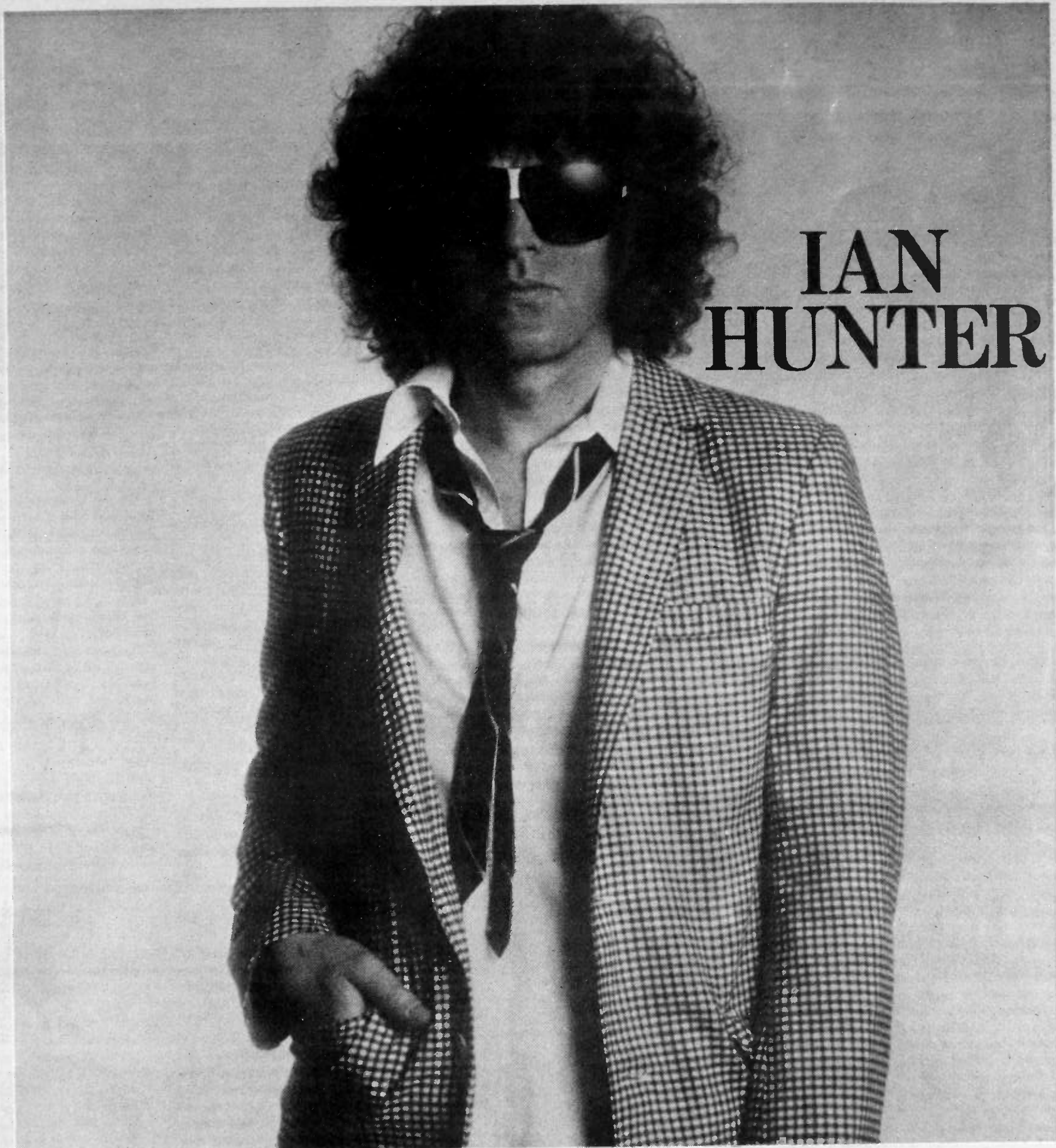
**NUMBER ONE COUNTRY: "(I'm A) Stand By My Woman Man" — Ronnie Milsap (RCA)**



**NUMBER ONE LP: "Spitfire" — Jefferson Starship (RCA/Grunt)**

**Radio & Records**





# IAN HUNTER



## “I Need Your Love”

the first single  
from the album

*Short back n' sides*

Watch for Ian Hunter on tour.



**Chrysalis**  
Records and Tapes

The single CHS 2542 The album CHR 1326  
Produced by Mick Ronson & Mick Jones  
Management: The Cleveland Entertainment Company

# Networks/Program Suppliers



**KING'S SIX TO RKO 2** — Pictured penning the pact that affiliated six King Broadcasting stations with the recently-created RKO 2 radio network are (left) RKO Radio Networks President Tom Burchill and (right) King Broadcasting VP/Radio Jim Klime. The six King properties included in the agreement are KING/Seattle, KYA and KLHT-FM/San Francisco, KGW/Portland, OR; and KREM-AM&FM/Spokane.

Among the other 50 charter affiliates announced by RKO 2 are: WOR/New York, KHJ/Los Angeles, WSNJ-FM/Philadelphia, WRKO/Boston, WOMC-FM/Detroit, WGMS-AM&FM/Bethesda, MD; WKSX-FM/Cleveland, WCAO/Baltimore, and KMBZ/Kansas City.

Along with the 56 charter affiliates, RKO 2 reported that the following advertisers had signed on with the net: Champion spark plugs, Sears, Dow Jones, Pocket Books, Ford, General Motors, Craig stereo, Whitman chocolates, K-Mart, Borden Inc., Goodyear Tire & Rubber, General Mills, Lincoln-Mercury, the Kinney Shoe Corp., and several other firms.



## Mighty Minute Programs

"Stick It In Yer Ear," a one-hour weekly newsmagazine designed for AOR radio, is currently available from the San Francisco-based **Mighty Minute** firm. Briefly, "Stick It In Yer Ear" consists of interviews with recording artists, a weekly wrap-up of rock news, a "Whatever Happened To..." section devoted to rock bands of the past, a segment spotlighting new artists, and a "Concert Line" listener comment feature. For further information, contact Mighty Minute at (415) 788-1233.



Geno Cloe, Philip Fond, Richard Crockett, Ray Broedel, and Chet Miller have joined the firm's Video Marketing Division as salespeople. All five are currently on the road pitching the **Creative Factor's** recently-formed in-hotel room video network to local advertisers.

## century 21 PROGRAMMING, INC.

The Dallas-based **Century 21** programming supplier has purchased **Sacred Sounds Inc.**, a Riverside, CA-based producer of radio programming. Currently, there are 26 stations broadcasting Sacred Sounds' three religious formats. Most of the stations are automated, using musical styles ranging from Beautiful Music to Country/Gospel to Easy Listening to contemporary Christian music.

This is the third purchase of a syndicator by Century 21 this year, and brings Century 21's list of clients to 230 stations. For further information, contact Century 21 at (214) 934-2121.



**KWG/Stockton, CA and KTRQ/Ephrata, WA** have signed on as affiliates.

## United Stations

**United Stations**, the recently-formed partnership between three former **Mutual Broadcasting** executives and **Dick Clark**, will deliver a 24-hour Country music format via satellite (as forecast in last week's **R&R** "Street Talk" column) that will be quite different from the **Satellite Music Network** which debuted this week. In an exclusive interview with US's new President, **Nick Verbitsky** (former Mutual Sr. VP), **R&R** learned that **United Stations**, which signed this week with the **American Satellite Co.** for two 15 kHz channels on Westar 2/Transponder 3, would:

- Not be a turn-key operation.
  - Stress localism with 20 windows per hour triggered by satellite-delivered cue tones.
  - Help keep AM alive by emphasizing the new Country format, capitalizing on qualitative research to overcome the "disappearing negative country myth."
  - Has a target start date of January, 1982.
  - Will not be for small markets.
  - Will not ask programming executives to do airshifts.
  - Will take two come-minutes per hour plus a monthly subscription fee.
  - Will include **Ed Salamon's** (ex-**WHN/New York** PD and new **US** VP/Programming) "guest DJ" appearances.
  - Will use **Dick Clark** only in marketing efforts, for philosophical discussions, and to produce TV and promotional aids.
- US's emphasis will be on building ratings and gross revenue and not doing away with personnel, Verbitsky stressed.

## WESTWOOD ONE

The premiere of the firm's "Off The Record Special," which featured host **Mary Turner** interviewing **Rolling Stones'** guitarist **Keith Richards**, was listened to by more than 25 million Americans, according to a survey conducted by **R.H. Bruskin Associates**.

In addition, the firm's "Live From Gilley's" syndicated show, airing the weekend of June 5-7, reached an estimated come audience of more than 20 million, with a 12.8 share for adults 18-plus (and a 17.1 come for adults 18-24).



Beginning September 6 and running through the last regular season game (December 20, 1981), the net will broadcast hourly **NFL** update scoreboards. These 90-second reports will include partial scores and details of scoring as the games progress, airing at :55 after each hour from 1:55pm through 7:55 pm each Sunday.



Use a **TRAVELING BILLBOARD™** for the Best in **BUMPER STRIPS** and **WINDOW LABELS . . .**



Call **Byron Crecellus Collect . . . 314-423-4411**  
1561 Fairview Ave. • St. Louis, MO 63132



**ROCKINROLL RADIO** — Seen on the scene celebrating the conclusion of the 90-minute live-in-stereo satellite special broadcast of the **Greg Kihn Band** from the Ritz in New York are (l-r, first row) group's **Larry Lynch**, **Starfleet Blair's Sam Kopper** and **Greg Kihn**; (l-r, standing) **Starfleet Blair's Harriet Bellush** and **Joseph Mirabella**, group's tour manager **Victor Rocke**, group's **Gary Phillips**, **WPLJ/New York's Pat St. John** and **Carol Miller**, **Elektra/Asylum's Ralph Ebler**, **MTV's Mark Goodman**, and **E/A's Rick Alden**. The special was broadcast live over 75 AOR stations across the country, with radio production handled by **Starfleet Blair's** mobile unit.



## Mutual

A new three-month \$250,000 sports package began airing during morning and afternoon drive time Monday (8-28). The three-minute "Gatorade Football Reports" debuted with regional broadcasts for the Atlantic Coast, Southeast, and Southwest Conferences, according to VP/Sports **Jack Clements**. **Clements** and regional announcers **Steve Holman**, **Frank Fallon**, and **Jim Forest** have a host of stringers at the three conferences' 26 universities.



## ABC Information

**WOWO/Ft. Wayne, IN** has joined the net. This is the first time the 50,000 watt **Group W**-owned station has been affiliated with any network.



The net will present exclusive national radio coverage of **National Collegiate Athletic Association (NCAA)** basketball games for the next two seasons under a recently-signed pact with **Jim Host & Associates Inc.**, a Lexington, KY-based firm, which owns the national radio rights for NCAA basketball.

The upcoming 1981-82 schedule calls for **CBS Radio** to air four games in February, a conference playoff in March, and 15 NCAA national championship tournament games in March, including the March 29 title contest at the **New Orleans Superdome**.



**Molly Hatchet** and **Nils Lofgren** will be the featured guests on the firm's "Rockline" show, airing September 7.

# Reps



## MAJOR MARKET RADIO SALES

The **Golden West** rep firm will represent England's pirate radio operation, **Adult Contemporary**-formatted "Radio Caroline," when it goes back on the air September 26. **Major Market** executives threw a reception in New York yesterday (9-3), after inviting the press to witness the signing-on of one of the new stars: **Wolfman Jack**. He will be heard beginning October 3 during afternoon drive on a Liberian ship, "Imagine," which will have the capability to cover a 700-mile Western Europe radius with its new 50,000 watt AM transmitter. Broadcasts will be simulcast on short-wave radio.

**Major Market** has already lined up hotels, airlines, and apparel advertisers. Exact names are being withheld until the start date, as are other personalities' names. While the majority of the talk will be in English, some advertisers may use multi-languages, **Major Market VP/Marketing Roy Lindau** told **R&R**.



**Joseph Armao** becomes **Eastern Sales Manager** for the rep, coming from the **Group W** parent firm's **KDKA/Pittsburgh**, where he had been **Sales Manager**. Prior to joining **KDKA**, **Armao** held an account exec's position with **Radio Advertising Representatives-New York**, having begun his industry career as an account exec with **KYW/Philadelphia** in 1977.



**WEFM/Chicago** and **KPAC & KHYS-FM/Beaumont-Port Arthur, TX** have signed on as client stations.



**Dave Tolbert** has been promoted to **Dallas Sales Manager** for the rep.



# NRBA '81

THE ONE IN '81

# CONVENTION AND EXPOSITION

**DON'T MISS IT!:**

**THE ONLY ALL-INCLUSIVE, ALL-RADIO MEETING OF THE YEAR**  
**National Radio Broadcasters Association Annual Convention and Exposition**  
**September 13-16, 1981 • Fontainebleau Hilton • Miami Beach, Florida**

## HIGHLIGHTS OF THE 1981 NRBA CONVENTION AND EXPOSITION

### SUNDAY, SEPTEMBER 13

- GALA OPENING RECEPTION
  - EXPOSITION OPENING
  - SEMINAR PROGRAMS
- TV Spot Producers Arena  
Cable Satellite Roundtable  
Programming Workshops for Every Format

### MONDAY, SEPTEMBER 14

- OPTIONAL BREAKFAST AT THE EXPOSITION HALL
  - ALL-DAY EXPOSITION HOURS
  - SPOUSE ACTIVITIES
  - KEYNOTE ADDRESS
- Speaker:  
**CECIL HEFTEL**  
U.S. House of Representatives  
Owner, Heftel Broadcasting
- Large Market Sales:  
Rate Card Analyses  
Mini-Management Course  
Promotion: Market Dissection  
Programming: 25-40  
Audience Recruitment
- LUNCHEON
  - SEMINAR PROGRAMS
- Golden Radio Award Ceremony**  
Honoring:  
**GORDON McLENDON**
- OPEN AFTERNOON
  - HOSPITALITY SUITE GALA
- Sales Motivation  
Financing Your First Acquisition  
Promotion Powerhouse  
Programming Critiques  
Engineering: Audio Processing  
FCC Engineering  
Small Market Sales:  
Personnel Solutions

### TUESDAY, SEPTEMBER 15

- OPTIONAL BREAKFAST AT THE EXPOSITION HALL
  - ALL-DAY EXPOSITION HOURS
  - SPOUSE ACTIVITIES
  - SEMINAR PROGRAMS
- Sales Theater: Video Role Playing  
Meet the New FCC  
Use My Medium for Promotion  
Lifestyles' Effect on Programming  
Engineering: Digital Audio  
Large Market Salesperson Solutions  
Finance . . . The Subject is Money!  
Promotion Superstars  
On-Air Personnel Solutions  
Engineering/Management Coexistence  
Promotion Circus  
Satellite Transmission and Distribution  
AM Stereo Update  
Sales Roundtables by Market Size  
Small Market Idea Exchange  
Programming Workshops for Every Format
- LUNCHEON
- Speaker:  
**MARK FOWLER**  
Chairman, FCC  
James Gabbert  
Leadership Award Ceremony
- Honoring:  
**ROBERT E. LEE**  
Former Chairman, FCC
- Superstar Concert:
- RONNIE MILSAP**



• HOSPITALITY SUITE GALA

### WEDNESDAY, SEPTEMBER 16

- IDEA EXCHANGE BREAKFAST
  - SEMINAR PROGRAMS
  - POST-CONVENTION VACATION AT THE FONTAINEBLEAU HILTON OR IN THE BAHAMAS
- Future Engineering Trends  
Mini-Management Course  
Update on Cuban Interference and 9kHz

## CONVENTION REGISTRATION INFORMATION

September 13-16, 1981 • Fontainebleau Hilton • Miami Beach

(Please type or print)

NAME: \_\_\_\_\_  
 TITLE: \_\_\_\_\_  
 STATION/FIRM: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 WORK PHONE: ( ) \_\_\_\_\_  
 • FEES

	Before August 2	After August 2
NRBA Members:	\$190	\$220
Non-Members:	\$230	\$265
Spouses:	\$50	\$50

- PRE-REGISTRATION DEADLINE: Friday, September 4  
Please Note: After September 4, registration will be on-site only at the registration desk in the Fontainebleau Hilton. On-site registrants must pay all fees when registering. Sorry, no billing.
- CANCELLATION POLICY: Cancellation requests received by September 1 will be entitled to a full refund. After September 1, a \$30 administrative fee will be deducted from all refunds. Refund requests must be submitted in writing to NRBA no later than October 15, 1981.
- POST-CONVENTION ACTIVITIES:  
Please send me information on the NRBA post-convention trip to the Bahamas  
Please send me information on the Fontainebleau's post-convention vacation package
- RETURN THIS FORM ALONG WITH YOUR CHECK OR MONEY ORDER, PAYABLE TO NRBA FOR THE FULL AMOUNT OF YOUR REGISTRATION FEE, TO:

NATIONAL RADIO BROADCASTERS ASSOCIATION  
 1705 DeSales Street, N.W., Suite 500, Washington, D.C. 20036  
 (202) 466-2030 or (202) 466-6540



September 13-16, 1981  
 Fontainebleau Hilton • Miami Beach

(Please type or print)

NAME: \_\_\_\_\_  
 TITLE: \_\_\_\_\_  
 STATION/FIRM: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 WORK PHONE: ( ) \_\_\_\_\_  
 NAME(S) OF PERSONS SHARING ACCOMMODATIONS: \_\_\_\_\_  
 Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_

Please use a separate form for each room requested

**YOU CAN REGISTER AT THE HOTEL**  
**RESERVATIONS**  
**NRBA**  
**202-466-2030**

Please circle the accommodations you prefer. If the rate you request is not available, the nearest available rate will be assigned. The hotel will send confirmations directly to you.  
 While a room is held for you, you will be made to reserve accommodations at the Fontainebleau. NRBA reserves the right to assign you to accommodations at one of the following hotels once the Fontainebleau is filled: the Doral, the Rocco, or the Konover. Hotel confirmations should be inspected closely upon receipt for the name of the hotel booked.

RATES:	Standard	Medium	Deluxe
Single:	\$55	\$60	\$65
Double:	\$55	\$60	\$65

- Please note that single and double rates are identical. However, you must add \$15 per night for a third or fourth occupant.
- Reservations will be held until 6.00 PM on the scheduled date of arrival. To guarantee your reservation: (1) Submit one night's deposit directly to the hotel when you receive your reservation confirmation, or (2) Charge your reservation on your American Express, Carte Blanche, or Diners Club account by calling your hotel when you receive your reservation confirmation.
- To change or cancel your hotel reservation, contact your hotel's reservation department. NRBA can process your original reservation only.



### Rockers Pink Floyd, Marty Balin Set Films Rolling

Filming has begun this week on the movie version of Pink Floyd's concept album, "The Wall." Scripted by the group's Roger Waters, who also wrote the LP, the film will be directed by Alan Parker, whose credits include "Midnight Express," "Fame," and "Bugsy Malone." British artist Gerald Scarfe will oversee animation on the U.K. production, which will have a 12-week shooting schedule.

Also making the recording studio to film transition is former Jefferson Airplane founder Marty Balin, currently flying high as a solo artist. Balin is set to make his film debut in "Christopher Space," scheduled to begin production next spring. Balin, who will star as Christopher Space, has already written the music for the

\$12-\$15 million movie, which will be directed by Joe Dante, best known for the "Howling" horror flick.

### Fluorescent Light Myth Shattered

From our Department of Iconoclasm & Debunkery comes this tantalizing tidbit of information: switching fluorescent lights on and off does not reduce bulb life.

Although that used to be the case, because older bulbs were damaged by an electricity surge each time they were turned on, improvements in today's fluorescent lights make it more efficient to turn them off when not in use.

### Museum Of Rock Art Mirrors Music's Metamorphosis

The Museum Of Rock Art houses over 750 original posters, LP cover paintings, and other artifacts from the last 25 years of rock 'n' roll. Included in the 2500 square feet of gallery space are works by noted 60's psychedelic stylists Wes Wilson, Stanley Mouse, and Rick Griffin along with posters advertising the Woodstock Music Festival and the Monterey Pop Festival. A video gallery is also available for showings of classic rock footage.

Not only does the art represented parallel the development of rock's myriad musical styles, the works also reflect the accompanying changes in society during the time in which they were created. For example, as the adjacent reproduction will attest, once upon a time you could see Captain Beefheart and his Magic Band, the Chocolate Watch Band, and the Great Pumpkin (I) at the Fillmore Auditorium in San Francisco for a mere \$2.50. The times they have a-changed.

For further information regarding the Museum Of Rock Art, contact Paul Caruso, Director, at 6467 Sunset Blvd., Hollywood, CA 90028, (213) 463-8979.



### Videogames Three Times Bigger Than Movies

Some of America's biggest entertainment moneymakers last year were "Space Invaders," "Pac-Man," "Galaxian," and "Asteroids." Although none will ever be nominated for an Oscar or a Grammy, each game (along with their many imitations) propelled Americans to shell out \$9 billion playing the coin-operated video/electronic games during 1980, according to the Landenburg, Thalmann & Co. investment firm.

In comparison, the firm notes that

Americans only plunked down \$3 billion at the film box-office. Anyway you look at it, \$9 billion is a lot of quarters.

### Transactions

KNAC-FM/Long Beach, CA has been sold by the Harden Broadcasting Company to the Wright Communications Group. Purchase price for the property, which operates at 105.5 mHz, was not disclosed. Chapman Associates brokered.

KNOW/Austin and KCSW/San Marcos-Austin have been sold by Pioneer Broadcasting Inc. to Hicks Communications Inc. for \$3 million, subject to FCC approval. KNOW, founded in 1922, operates at 1000 watts at 1490 kHz, while KCSW is a 100,000-watt facility located at 103.7 mHz.

### Grossman Becomes VP/Sales For W.M.O.T.

Bernie Grossman has been named Vice President/Sales for W.M.O.T. Records. Most recently Grossman held a VP position at Alfa Records, having previously served as Director/National Accounts for A&M Records. He will be based at the CBS-distributed label's Los Angeles offices.



Bernie Grossman

### Lippin Forms P.R. Firm

Ronnie Lippin has announced the formation of the Ronnie Lippin Public Relations

firm, to be located in Los Angeles. A 12-year veteran of the entertainment industry, Lippin most recently served as Director/National Publicity for RSO Records.

### Altbach, Cervantes & Plant Join Destiny

Ron Altbach has been named Vice President/Artist Development, A.J. Cervantes has been appointed Vice President/International, and Pamela Plant has become Director/A&R Administration & Production at Destiny Records.

### Pro:Motions

Altbach is a principal with Altbach-Price Management, while Cervantes, formerly with Butterfly Records, is a principal with Multi-Media Communications. Plant, previously associated with ABC and MCA Records, was most recently with the entertainment law firm of Pollock, Bloom & Deckom.

### Silver Upped To Sales Manager At KMJQ

Jeff Silver has been elevated to Sales Manager for KMJQ/Houston, coming from his previous post as an account exec and regional sales coordinator with the station. Prior to joining KMJQ two years ago, Silver was a national sales executive with McGavren Guild Radio in New York.

### Fox Upped To VP/Operations & Finance At CBS Records Group

William Fox has been promoted to the newly-created post of VP/Operations & Finance on the staff of the Deputy President for the CBS/Records Group. A 13-year veteran of the CBS organization, Fox most recently served as VP/Finance on the staff of the Deputy Group President.

### Reese Elevated To Sales Manager For WMAL

Dennis Reese has been promoted to Sales

Manager for WMAL/Washington, DC, coming from his previous post as an account executive with the station.

### Konjoyan Named Nat'l Secondary Promo Dir. At A&M

Jon Konjoyan has been appointed to the newly-created post of National Secondary Promotion Director for A&M Records. Konjoyan most recently served in a similar capacity with RSO Records.

In his new position, Konjoyan will be responsible for promoting the label's CHR product to small and medium markets.



Jon Konjoyan



# R&R's Marketplace

Serving The Industry's Unique Needs!

Whether you're buying or selling, be sure to see page 63





Introducing the second single,  
**"SMILE AGAIN"** #3855

from **THE MANHATTAN TRANSFER'S** album  
**"MECCA FOR MODERNS."** 50 16036

Produced by Jay Graydon



**ON ATLANTIC RECORDS & TAPES**

# Ratings & Research

"The advantage of radio's cume — vs. newspaper circulation — is that it does indicate that people did listen to your station."

## Overcoming The Cume Sales Challenge

At the recent NAB Radio Programming Conference — at which I saw many of you (thanks for the nice comments about R&R and this column) — one of the questions I was asked most often was "How can I sell cume?" For example, Jerry Rogers of WSGA/Savannah was lamenting the challenge of battling the newspaper for ad dollars and he was wondering if there was a way to use cume to do that. As an old street salesman, let me suggest a few ways to make some dollars using the cume concept.

### Three Techniques

I'd suggest that there are three approaches a station might take. Keep in mind that the tack you take may differ depending on whether or not you're calling on an agency, or a direct advertiser like most retailers. With that in mind, you might use any of the following . . .

*Cume Ratings (shown in the local Arbitron report)*  
"Cume Share" (which can be derived without using the book)

*Cume Radio Circulation vs. Newspaper Circulation*

Let's examine each of these ideas and see which best fits the situations you have to cope with.

### Cume Ratings

One of the most useful pages in most ratings books is page 55 (page 35 or 105 in smaller and larger reports) which shows the cume data for the total broadcast week, Monday-Sunday 6am-midnight. I've included a sample from a most recent report, showing the cume ratings section in particular . . .

### Cume Listening Estimates

		CUME RATINGS—METRO SURVEY AREA										MONDAY-SUNDAY 6:00AM-MIDNIGHT												
STATION CALL LETTERS	TOT PERS 12+	MEN					WOMEN					TNS 12 17	%											
		18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64													
WAAA	51	19	7	43	3	65	4	62	6	69	3	25	5	42	5	62	4	57	7	70	3	24	4	
WBBB	20	2	36	6	22	5	12	9	3	7	1	6	47	7	21	1	18	6	10	5	2	2	56	3

The key figure, to my way of thinking, is the percentage figure under the total persons 12+ heading. If you are dealing with an agency or advertiser sophisticated enough to read and understand an Arbitron page, you might show them this section. What the 12+ data is telling a station (and its potential advertisers) is what percent of the metro cume listened to each station at least one five minute period during the sweep.

Look at the WAAA figure for example. What the 12+ figure is telling you is that 51% of those who listened to radio during their survey weeks — and who returned usable diaries — tuned at least once to WAAA. WBBB is next in attracting the public, with just over 20% sampling the station for at least one stretch weekly. If you want to daz-

zle the media buyer further, look at the specific cells and see how much of each demo's cume tuned to each station during the sweep. WBBB garnered more than 36% of the male 18-24 cume tune-in, while WAAA pulled in just under 20% of that demographic group.

I like the concept of cume very much because if people are not even sampling a station they can't be influenced by a commercial placed thereon. A station with a high cume rating in certain demos, such as 18-34, may even be able to sell the idea that an advertiser or agency should place more spots on the station, in order to reach the vast numbers that tune in and out. If you are priced accordingly this can be an attractive way to sell against stations/formats with relatively low audience turnover — and possibly less cume — such as Country or Beautiful Music. The only major caution I'd note here is that if you try to use the cume rating spiel with advertisers unaccustomed to dealing with an Arbitron data page, you may lose them and lose their business as well.

### "Cume Share"

With less sophisticated advertisers or those who don't want to have to worry about poring over a stack of Arbitron figures, I came up with the "cume share" idea. It's similar to what Arbitron calls Cume Ratings, but easier to understand for most folks.

The way to compute your cume share is easy — just take the cume rating figure 12+ total week for your station and multiply it by the total metro in-tab figure on page three of your book. Using WAAA as an example the numbers would break out this way . . .

$$51\% \times 1706(\text{metro in-tab}) = 870$$

What this shows is that WAAA's share of the 1706 usable diaries was 870 (51%). If a station salesperson can mention to an advertiser that your station reaches more than half of the 12+ people surveyed in your market, you can bet the average retailer will begin to hear cash registers ring.

Using the cume share concept allows you to avoid having to wave Arbitron data in front of a perplexed retailer, yet allows you to use the Arbitron findings in a profitable way. The cume share approach also allows you to make up a terrific one-sheet for retailer consumption, raving about how large your station's share of the target population is. This bite-size portion of ratings data is often effective. Be sure to trend your cume shares from survey to survey to build a multi-book sales story.

### Circulation: Radio vs. Newspaper

Especially at the local retailer level the newspaper is the enemy. I know it's frustrating to hear from an advertiser "but the newspaper has a circulation of XXX" which usually belittles your average quarter-hour audience shares. Fight back

## Week In Review

### Lowry, Fohr To Head New Research Firms

Communications Research, Ltd., which involved Bruce Fohr and Ken Dennis as key executives, has been dissolved and two new firms have been created. Bob Lowry, former Magid researcher and most recently Director of Research and Program Development for Bonneville, has been named President of Surrey Communications Research (602-327-9431) while Fohr has created FMR Associates, Inc., (602-299-5279). Both firms are based in Tucson.

According to Lowry, "Surrey will be a full-service radio research and consulting firm" and is a subsidiary of Surrey Broadcasting, which owns properties in Tucson and is acquiring others. Ken Dennis has moved to the station management side of the Surrey operations. Fohr positioned FMR as having its "primary focus on radio but will be involved in other media also." He sees his firm as competitive with Surrey as both will be doing perceptual market research.

### Coleman Forms Station Research Systems

John Coleman, President of Audience Analysts, a perceptual research company based in Dallas, has informed R&R that his firm has a new division, Station Research Systems. SRS, which will name a president in the near future, will "offer computer software and consultation on music research and general market research," according to Coleman. KEGL/Dallas has been using the SRS system since February. Interested parties may contact Station Research Systems at (214) 239-5331.

by using your cume estimates and explaining to advertisers that cume is how radio measures circulation.

What is circulation? The newspaper data means that the paper was delivered to XXX many homes. Newspaper circulation does not indicate how many people read the paper — if anyone did — nor does it give you any data on the demos of those that did read.

The advantage of radio's cume — vs. newspaper circulation — is that it does indicate that people did listen to your station and thus could have been influenced by an advertising message. Demo breakouts are also readily available. Finally, while a successful station may have a 12+ average persons share of 10% it probably has an in-tab cume share (or cume rating if you are looking in the book) of more like 30%. Sounds much more impressive to a potential customer and gives you a more realistic weapon to combat the newspaper circulation data quoted to an unwary advertiser.

The bottom line on all this is that radio should be proud of cume and use it. We have tools to fight off the newspaper's old circulation ploy. Use those tools to help build a better sales story for your station.

Again, thanks to those of you who said hello in Chicago. If you're planning to be at the NRBA, I'll be on the research panel Tuesday afternoon — hope to see you there.

## Q&A

A general manager from Norfolk recently called to ask, "If my station's in-tab number of diaries went up 35%, why didn't my overall numbers look healthier?"

Review your diary returns in light of what happened in the market as a whole. As it turns out, in-tab in the Tidewater area went up more than 70% this time, so a station would have to see its diary count jump that much just to keep up with the rest of the metro. The station in question didn't jump 70%, thus a comparatively lackluster book.

Jhan  
Hiber





# RED HOT RADIO ROMANCE.



An unbelievable story...  
 Radio Station plays a 2½ year old song...  
 Audience response is amazing...  
 Company re-releases record and stations  
 all over start making it a smash hit...

“NO TIME TO LOSE”<sup>AM 2366</sup>  
 ITS TIME IS NOW.

FROM THE  
 TARNEY/SPENCER BAND.

THE ALBUM IS  
 RUN FOR YOUR LIFE<sup>SP 4757</sup>

THE SINGLE IS A HIT.

ON A&M RECORDS & TAPES

©1981 A&M Records, Inc. All Rights Reserved

PRODUCED BY DAVID KERSHENBAUM  
 Management: Jerry Weintraub/Sal Bonafede, Management III



A special thanks to John Sebastian for taking the time  
 to make “NO TIME TO LOSE” a hit... what a story!

# GO·GO'S



## GO·GO'S *Beauty and the Beat*



It began in Los Angeles...

**AND NOW IT'S SPREADING ACROSS THE COUNTRY!**

GO-GO's "Our Lips Are Sealed." Both single and album (Beauty and the Beat SP70022) are top ten sales in Los Angeles!

KRTH (5-4) "A pop SMASH. Top ten requests  
 from both male and female  
 12-34."

Guy Zapoleon, M.D.

KHIS-FM (6-6) "Our fastest breaking record.  
 Homerun!"

Danny Lemos, M.D.

KRLA (9-5) "Legitimate top 5 smash in LA."

Rick Stancato, M.D.

Going to the GO-GO's?

9/5 Atlanta 9/6 Memphis 9/8 New Orleans  
 9/9 Houston 9/10 Austin 9/12 Dallas  
 9/13 Oklahoma City\*  
 \*with Pretenders

MAJOR ACTIVITY NOW REPORTED IN  
 BOSTON, PHOENIX, MIAMI, TAMPA,  
 SAN DIEGO, AND MORE!

WXKS-FM 11-7	WCSC on	WJBQ deb-40
Q105 add-28	WVIC on	WGUY on
KFI add	WDJX on	WXLK add
13K deb-22	KKXX 17-10	KVOL on
WHFM on	KIDD add	KENI on
WPST 25-22	KGGI 29-28	KSLY on
KQ94 add	KLUC add	KCBN add
WAXY deb-30	KZZP 24-19	KRLC on
BJ105 on	KRQ add	
WBBQ add	KHYT add	

Produced by Richard Gottcher and Rob Freeman.  
 © 1981 International Record Syndicate. Manufactured and distributed by A&M Records, Inc.



# For All These Stations Arlo Has The Winning "TOUCH"

WLTA	KLO	WACI
WCCO-AM	WEIM	KLMS
KOY	WHAG	WDIF
WNAB	WLNH	KMRJ
WDEF	WGIR	WHIZ
WRVA	WCHV	KMED
WHBC	WORG	KBAI



## ARLO GUTHRIE

### "If I Could Only Touch Your Life"

Produced by John Pilla  
Rt. 183 Productions, Inc.

Engineered by Mark Linett



ON WARNER BROS. RECORDS



## STREET TALK

CBS Records has released about 20 employees in an "economic cutback" which affected the New York and L.A. offices along with some field locations. The primary impact seemed to be in the marketing department, with West Coast marketers Frank Mooney and Del Costello leaving. Rich Kudolia took over West Coast marketing for CBS amid rumors that more "realignments" were coming.

Ratings rumblings are being heard from a major Eastern market. It seems that Arbitron has tried to inject another survey into a metro that is currently measured twice annually. The local broadcasters are so upset that they are reportedly ready to cancel Arbitron en masse if the ratings firm persists in its sales efforts.

### No Sale

RCA Records President Bob Summer opened the label's first national convention in five years saying, "RCA Records is not for sale in whole or in part. That's my statement to you, and it's authorized by the executive leadership of the RCA Corporation." Needless to say, the more than 400 label staffers at the Chicago meeting cheered their approval.

The financially troubled Enterprise Radio Network has reportedly received a substantial cash infusion from a nonbroadcasting source, which will allow the sports net to continue in business. Rumors were circulating earlier this summer that Enterprise was on its last financial legs and would not be able to finish the year without new capitalization.

### Motor City Moves

It looks as though the battle for Detroit will be heating up this fall, as a certain AM station is about to announce some very impressive talent acquisitions. We hear that some personalities are coming from across town and others from across the country, with the end result being an all-out war for those desirable 25+ demographics.

KVIL/Dallas personality Cat Simon will join former Fairbanks programmer George Johns at KOGO/San Diego as a member of that station's personality lineup.

Two more Arbitrons have been reissued: Louisville and Seattle. In Louisville WCII & WKJJ were incorrectly listed as simulcasting, which the two stations no longer do. The "total lines" have been eliminated in the new report. Up in Seattle, 22 diaries in which respondents recorded listening to KEZX-FM were incorrectly credited to KEX/Portland! KEX showed up in the Seattle book with a 0.5 12+ share. The reissue will give the proper credit to KEZX.

### Who'll Play The Lead?

Yoko Ono is working on a book about John Lennon. Apparently several books on the late Lennon's life are being written from varying perspectives, but Yoko wants hers to be the definitive work. Plans for her book to become a movie are supposedly being discussed already.

Mike Manocchio, formerly VP/Promotion at Ariola Records, has joined Knoll Records to coordinate all of that label's activities.

### Microphone Flag Wars

During recent coverage of a local news event in Oklahoma City, a KTOK reporter approached an official on the scene at the same time his video counterpart moved in for a comment. Incensed that the KTOK microphone, bearing the station's emblem, was in plain view of his TV camera, the TV reporter put his hand over the KTOK mouthpiece and an argument ensued. Eventually, the Channel 9 reporter covered the event in a slightly different location.

KTOK News Director Jackson Kane, who has been known to say, "It's a jungle out there," notes that Oklahoma City remains one of the very few markets where microphone flags are still taboo.

The rumor running around this week that one of the current Harte-Hanks programmers would be named as the new H-H national PD is not true. Look for the programming post last held by George Williams to remain vacant as the H-H properties concentrate on their local markets.

A new joint venture between Burns Media Consultants and Joe Somerset will offer the Country format Somerset developed for KSCS-FM/Dallas-Ft. Worth for national syndication. Since KSCS's success, the format has been placed on KILT-FM/Houston, KZLA/Los Angeles, and WUSL/Philadelphia. Jim West of FairWest Studios in Dallas will handle the sales rights for the new syndication project.

Kevin Fennessy, formerly PD at WOAI-FM/San Antonio, has moved across the street to program KTUF-FM/San Antonio, replacing Tom Poe, who recently left KTUF.

Art Athens has left WCBS/New York to join WABC/New York in the position of News Director. The announcement of the move was made this week even though Athens will not be joining WABC until January 1, 1982.

The former WDJX/Dayton management/programming team has reunited at WPTH/Ft. Wayne, with GM Geoff Vargo hiring PD Mark Elliott. The AOR outlet will begin a transition to CHR very shortly.

Sonny Melendrez has been tapped to fill the vacated Tim & Ev Kelly (R&R 8-28) slot at KFI/Los Angeles. Sonny moves up from the 6-10pm slot on the station. Joining the KFI airstaff is former 96KX/Pittsburgh & WNBC/New York personality Jay Stone.

Jay Scott is the new PD at WRIE/Erie... Former KNUS/Dallas PD Larry James is now doing PM-drive for KMGC/Dallas... Andy Barber has left KMJK/Portland for a move into Los Angeles and freelance voice work.

KIIS-FM/Los Angeles's evening experiment with a bilingual personality is apparently over, as 7pm-12 midnight jock Val Valentine exited the station this week. Programmer Don Benson is now looking for a new talent to fill the evening slot.

OUR PHILOSOPHY regarding program consultation... "Give someone a fish, feed them for a night; TEACH someone to fish, feed them for a lifetime."  
Call Toll Free (800) 528-6082

radio  
index

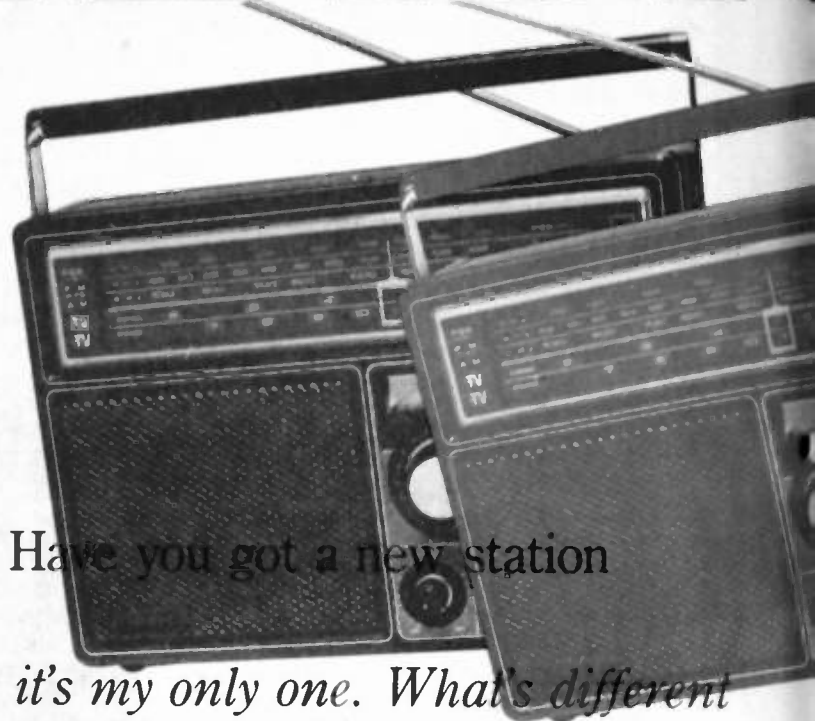
Todd Wallace  
associates



**ANNOUNCING  
A SOUND MOVE  
BY CBS.**

# RADIO

RADIORADIO is a new network service designed to fit the tone of your sound and to amplify and differentiate your station. Listen in on this conversation and you'll hear about some of the things we're doing.



**“HEY,** what’s that great new sound? Have you got a new station tuned in?”

*“No, it was one of my regulars...but now it’s my only one. What’s different is all the new things this station has to offer. It’s something called RADIORADIO.”*

“RADIORADIO? What in the world is RADIORADIO?”

*“It’s all the things I’ve been missing. Now I don’t have to keep twisting the dial to get ’em. I can tune in and listen here all day.”*

“Really? Things like what?”

*“Like their news service. It’s news from CBS, and that’s the best. It gives me just enough of what’s happening all over the world. And I get it all in two minutes. It’s in a style I like too. You know, easy on the ears.”*

**RADIORADIO DELIVERS ITS NEWS SERVICE AT TWENTY MINUTES AFTER THE HOUR, AROUND THE CLOCK. THIS SERVICE PRESENTS TWO MINUTES OF WORLD NEWS IN AN UP-BEAT AND CONTEMPORARY FORMAT. OUR NEWS IS DESIGNED TO APPEAL TO YOUNG ADULTS. IT FITS THE TEXTURE AND TONE OF YOUR CURRENT PROGRAMMING FLOW.**

“Definitely my kind of news. So what else does this RADIORADIO do for my ears?”

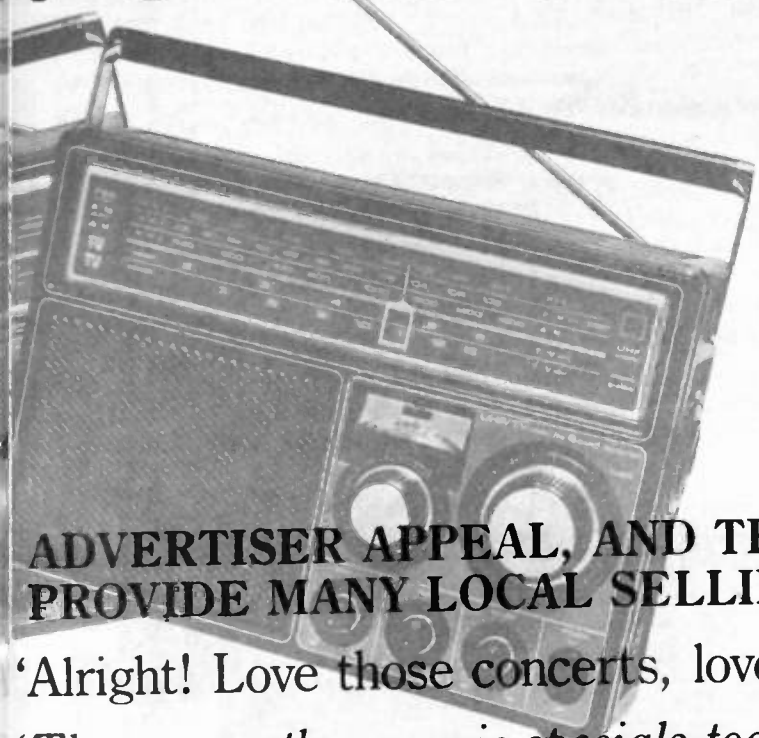
*“Oh, now they’ve got fantastic music specials that nobody else has. Like concerts. I mean, they’ve got some of the hottest names around.”*

**RADIORADIO’S CONCERTS ARE EXCLUSIVE PERFORMANCES, AND THEY WILL BE AIRED THROUGHOUT THE YEAR. THESE ARE MAJOR MUSICAL EVENTS WITH GREAT LISTENER AND**



A SERVICE OF CBS RADIO

# RADIO



**ADVERTISER APPEAL, AND THE FORMAT IS DESIGNED TO PROVIDE MANY LOCAL SELLING OPPORTUNITIES.**

*‘Alright! Love those concerts, love to know what’s happening.’*

*‘There are other music specials too, like programs that tell me more about my favorite recording artists. And RADIORADIO has other super features, too. They fill you in on all sorts of things and they do it all in a minute and a half.’*

**RADIORADIO’S LIFESTYLE FEATURES ADDRESS THE SPECIFIC INTERESTS OF YOUNG ADULTS. PROGRAMS ARE 90 SECONDS LONG AND ARE CAREFULLY DESIGNED TO SUIT YOUR STATION’S SOUND. THEY ARE ALSO CONCISE AND TO THE POINT. ONE MORE REASON WHY YOUR AUDIENCE WILL WANT TO TUNE-IN AND KEEP LISTENING.**

*‘Fantastic! No wonder the station sounds better.’*

*‘Mm-hmm. That RADIORADIO really does make a difference. It’s great music and a lot more. And that’s my favorite kind of radio.’*

**RADIORADIO IS A NEW CBS RADIO SERVICE. STATIONS CARRYING RADIORADIO CAN COUNT ON THE EXPERTISE, THE QUALITY, AND THE CREDIBILITY OF CBS ITSELF. AND RADIORADIO’S NEWS SERVICE IS PREPARED BY CBS NEWS, THE MOST RESPECTED BROADCAST JOURNALISM ORGANIZATION IN THE WORLD. RADIORADIO CAN GIVE YOUR STATION THE ADDED DIMENSIONS IT NEEDS.**

**RADIORADIO IS A NEW NETWORK SERVICE DESIGNED TO DIFFERENTIATE RADIO STATIONS. IT IS A REAL OPPORTUNITY TO POSITION YOUR STATION IN TODAY’S COMPETITIVE RADIO MARKETPLACE. IT CAN MAKE ALL THE DIFFERENCE FOR **YOU.**’**

# THE FUTURE IS IN DIESEL.

# AND THEIR NEW ALBUM, "WATTS IN A TANK."

RY 19315

Featuring the single, "SAUSALITO SUMMERNIGHT."

RY 7339



Produced by Pim Koopman

On Regency Records and Tapes



## Close Call For CBS's 15th Win

Following an easy victory in the Nielsen race for the week ending August 23, CBS was nearly overtaken by ABC in the week ending August 30, but hung on to take its 15th straight victory by the slim margin of two-tenths of a point. CBS scored a 14.8 average rating, ABC 14.6, and NBC 13.1. The previous week's results, which were unavailable at press time for the August 28 issue, were CBS 15.4, ABC 13.0, and NBC 12.8. With seven shows in the top 20 to CBS's eight, ABC gave the leading network a considerable scare. The August 30 standing follow; last week's numbers are for top ten shows only.

5	1	M*A*S*H (CBS)	4	11	Alice (CBS)
7	2	Diff'rent Strokes (NBC)	2	12	Trapper John MD (CBS)
9	3	Hart To Hart (ABC)	—	13	Real People (NBC)
1	4	The Jeffersons (CBS)	—	14	60 Minutes (CBS)
—	5	Three's Company (ABC)	—	15	CHiPs (NBC)
10	6	Too Close For Comfort (ABC)	—	16	Laverne & Shirley (ABC)
—	7	Facts Of Life (NBC)	—	17	20/20 (ABC)
6	8	House Calls (CBS)	—	18	Magnum PI (CBS)
8	9	Dukes Of Hazzard (CBS)	—	19	When She Was Bad (ABC Monday Movie)
—	10	Quincy (NBC)	—	20	Bosom Buddies (ABC)



**BANDSTAND VILLAGE** — RCA's Village People were featured in their 1981 costumery recently on "American Bandstand." Pictured (l-r) are group's Ray Simpson, David Hodo, Jeff Olson, "Bandstand" host Dick Clark, and group's Alex Briley, Felipe Rose, and Glenn Hughes.

### Music On TV

Cliff Richard is the guest host for "Solid Gold" the week of September 4, with Alabama, Badfinger, Natalie Cole, Gladys Knight & The Pips, Ray Parker Jr. & Raydio, and Mel Tillis guesting . . . The Sugar Hill Gang and Tom Johnston are the guests for "American Bandstand" September 5 . . . Lee Ritenour will appear on the Jerry Lewis Muscular Dystrophy Telethon September 6 . . . The Oak Ridge Boys are on the "Tonight Show" September 8 . . . Billy Squier is on "America's Top 10" September 5 . . . Juice Newton guests on the "Tomorrow Show" September 8.

## VIDEOSCOPE :

VCR OWNER SURVEY POINTS TO BOOMING MARKET POSSIBILITIES: A recent Simmons Market Research Bureau survey, conducted last June for Video magazine, underlined the enormous potential growth in the home video field. Not surprisingly, 77.5 percent of the 1138 respondents to the survey (subscribers or purchasers of the magazine) already own VCRs, with an amazing 28 percent of those owners boasting two or more players per household. An additional 34.4 percent say they plan to buy a second VCR within the next year. As for what has been described as the ultimate adult toy — an earth station — 2.4 percent of the respondents currently own one. Another 9.3 percent are planning to purchase theirs soon. In what should come as good news to cable entrepreneurs, 44 percent of the current VCR owners indicated that cable was a definite factor in their decision to buy tape equipment, with 77 percent of the respondents claiming to subscribe to basic cable. Another booming product category, videogames, showed a similar profit potential, as 46 percent of the survey's respondents reported owning a videogame to play at home, while another 9.3 percent expect to purchase a home videogame within the next year. As to what people are using their VCRs for, 88.3 percent claim to be taping shows they would otherwise have missed, using the machines' time-shift capability. However, 80 percent also said they were using the VCRs to watch videocassettes they had either bought or rented. The average VCR owner, according to the survey, owns 8.2 tapes as well. In order, these were most likely to be new "G" or "R" rated films, "X" rated films, pre-1975 films, live footage of musical groups, sports, and cartoons. The videocassette rental market also looks strong with 53.8 percent of the VCR households claiming to have leased a tape within the past 12 months.



## U.S. News & World Report Buys Into Broadcast Business

The U.S. News & World Report weekly news magazine has entered the broadcasting industry with the acquisition of the Parkway Productions firm. The purchase price for the Bethesda, MD-based producer of radio fine arts programming was not disclosed.

Current Parkway President Neil Currie, who will continue in his position as head of the newly-titled Parkway Communications Corp., noted that the infusion of capital will enable Parkway to expand its programming offerings, which presently consist of material generated by the British Broadcasting Corp. and WQXR-FM/New York.

Parkway also plans to provide satellite transmission of programming to the more than 300 radio stations it currently serves.

## Pirwitz

Continued from Page 3

the past nine years.

In addition to Pirwitz's appointment, Jerry Adams has been named Operations Director for KFDI-AM & FM, coming from his previous post as PD for the AM side. Replacing Pirwitz as PD for KTTS-AM&FM will be Bob Rose, formerly with KLIN/Lincoln, NB.

KFDI VP/GM Mike Oatman, in making the announcements, said that he hoped the "new redivision of responsibilities will further enhance Great Empire Broadcasting's community service. Don Pirwitz has been with our organization nine years now and brings a thorough and working knowledge of our programming practices to the Wichita area. This move will allow Jerry Adams to enlarge the scope of our service to the community."

Adams, in turn, told R&R, "I will be handling the promotion and music of the stations, plus continue doing my airshift. Don will take over as PD for the AM as well as serving as Group PD for all our stations. We're very excited here and feel this is a step in the right direction."

## Roberts

Continued from Page 3

WBCS Program Director Pat Martin told R&R, "To have a personality with the experience of Art Roberts join WBCS is very exciting. He truly is a legend throughout the Midwest and I know his contribution to WBCS will be very significant."

## Pantonini

Continued from Page 3

radio and additional station experience are an important asset to our efforts in building the finest satellite-delivered total programming service."

Pantonini, who will assume his new position on September 28, had been WABC's Director of Creative Services since August, 1973. Before joining WABC, Pantonini had been Manager of Information Services for Group W's "Mike Douglas Show." Prior to that he was Advertising and Promotion Director for Group W's KDKA/Pittsburgh.

## Boardwalk

Continued from Page 1  
strengthen Boardwalk tremendously."

The relationship of Bogart and Biegel began in 1977 at Casablanca, and the two have remained associates ever since, with Biegel serving in VP posts at both Casablanca and Boardwalk.

As Senior VP, Kranzberg will continue to direct Boardwalk's promotion staff and will oversee the label's marketing and advertising. "Scott has brought to the promotion arena a high degree of professionalism and creativity," Bogart said. "I know that he will continue to play a key role in Boardwalk's growth."

"In less than one year we've developed a select roster of a dozen artists covering many types of music. We've reached the

## Arbitron

Continued from Page 3

Arbitron subsequently decided to put a halt to selling monthly reports, keeping the monthly data restricted to the five markets currently receiving the numbers. After a further study on the issue, Arbitron will present its thoughts regarding the future of the monthlies at the next Council meeting in Cancun, Mexico in December. Membrado commented to R&R, "Broadcasters in several markets are interested in the monthly reports, yet the Council is against them. We want to see which side represents the majority view."

Other key items addressed at the meeting, chaired by KABC/Los Angeles VP/GM George Green, involved five-year contracts, spring survey response rates and delivery times, and the pricing of Arbitron contracts. The Council suggested that while it was pleased with the five-year contract idea, it would be helpful if there was a provision for a pro-rated cancellation option. The Council lauded Arbitron for the faster delivery of the spring books, but expressed concern at the drop in response rates. However, no clearcut agreement emerged on how to price Arbitron contracts without using the published Highest Open Minute Rate. Arbitron agreed to study the contract, pricing, and response rate questions and have reports ready for the Council at the Cancun session.

## WUBE

Continued from Page 3

### AM To "Music Of Your Life"

Simultaneous with the staff promotions, VP/GM Bob English announced that WUBE-AM & FM will cease simulcasting on September 5 when the AM will change formats from Country to Al Ham's syndicated "Music Of Your Life" format.

English told R&R, "The key air personalities on the AM will be moving to the FM side to continue with the Country programming. We felt that after three years of a downward trend on the AM it was time for a change. Our Country FM numbers have been great, so we don't want to make any changes there. Not only from a sales point, but from a promotional angle, it didn't seem wise to keep both stations on the same format. We are handling the change in a very positive way. Even though the new format on AM doesn't go into effect until September 5, the early market response to the change has been very favorable."

## NBC

Continued from Page 3

Atlanta's recent total to over 2200 potential new customers. The impetus for the orders is a 75% reduction in the cost of S/A's satellite-receiving dishes over last year, according to ABC satellite experts. The current cost per dish is estimated to be approximately \$10,000.

NBC plans to be on-line by next year and, "assuming successful completion" of installation, its new satellite distribution system should be in place during 1983, according to Renwick.

threshold of a new level of activity. I intend to take Boardwalk to its goal of becoming a multi-media company, developing projects not only for the stage, but for

## Peters

Continued from Page 1  
Miami are already being done in Boston and that makes me feel much more comfortable about stepping into a market I have little experience with. I don't anticipate there will be any changes at WEEI-FM at the start. The station is a class act. They're perceived as the sophisticated station in the market... I just couldn't pass it up."

WEEI-FM General Manager Jack Baker told R&R, "Of all the candidates for the job, I found him to be the one who would fit best

film and television as well. With the support of Irv, Scott and the incredibly dedicated staff at Boardwalk, the systems are in place to make that plan a reality."

with the staff at WEEI-FM and with CBS. He's a very bright, personable programmer. He has a track record of success in Miami with a very similar format. He understands the reasons why we have been successful and I feel he knows how to make us even more successful."

Peters, who will begin programming WEEI-FM on September 14, replaces Clark Smidt, who joined the Boston-based Wallace & Washburn marketing and research firm as VP/Broadcast Operations (R&R 8-7).

## WFIL

Continued from Page 1

morning news anchor Allen Stone (a 35-year veteran of WFIL), midday personality Dennis John Cahill, and afternoon drive personality Joe Simone. Other WFIL veterans now available are newsmen Glen Barton (13 years) and Gene Dillard (10 years).

Staff replacements include long-time WFIL air personality Barbara Summers upped to morning drive with Assistant PD Dick Fenessy taking the midday post, and Steve Nikazy named News Director/morning drive anchor. Meanwhile, Dan Mallory has been elevated from swing to afternoon drive and Mike Crossan from all-nights to the 6pm-midnight shift.

## CBS

Continued from Page 1

portant step for CBS Radio. We have already got a great management team in place - all of whom share my enthusiasm. All of us are looking forward to helping make Radioradio a rousing success for listeners and advertisers."

Other key executives named at the new network are Lawrence Storch, Director of Sales; David West, Director of Affiliate Relations; Leslie Corn, Director of Programming; and Larry Cooper, News Director.

Storch comes to Radioradio from his position as Director/National Sales of the CBS Radio Network. West has been Manager/Central Region of the CBS Affiliate Relations Department, while Corn had been Director of Programming for CBS since joining the network from ABC Radio in April (R&R 4-24). Cooper joins the new venture from KCBS/San Francisco, where he had been the station's News Director.

The new young-adult-oriented Radioradio is scheduled for a Spring 1982 launch. Commenting on the Radioradio name, CBS Radio President Robert Hosking said, "It best exemplifies the fast-paced lifestyle of today's young adults and conveys the feeling of movement and excitement its programming will present to the youthful listeners."

## St. Louis

Continued from Page 1

spring, causing the reissue, which transfers numbers from the KWK to WWWW, but keeps their total combined shares the same.

### Legal Action Next

Lynn Christian told R&R, "We will be conferring this week to plan our next step," but that both Doubleday and Arbitron will be targets of legal activity. Arbitron Radio VP/GM Mike Membrado had no comment on any contemplated legal action. However, Gary Stevens said, "Century is the biggest amateur show in the radio business. I'm tired of their complaining when the solution to programming problems is on the air, not in the courts. We do not feel we have engaged in any deceptive practices."

## Cooper

Continued from Page 1

amazing outlets in the country. I'm pleased to be able to go and do the things I believe in for full-service radio. WLW has a good group of smart people on the air and a forward-thinking management team. The signal and facility have real clout. It's the number one, hands-down winner in the market and they want to win some more. I think what WLW needs is only to be positioned right for the '80's. Their long-standing reputation speaks for itself."

## Gannett

Continued from Page 1

James Moore, coming from Phoenix; VP/Engineering Herb Schubarth, from Denver; and VP/News James Sieger, also from Denver. Gannett Radio President Joe Dorton will remain based in St. Louis.

Doug McCorkindale, President of Gannett's Diversified Media Division, noted that the larger Atlanta headquarters for the firm's broadcast group will aid in Gannett's planned expansion of its entertainment and news programming for both conventional and cable TV use.

Where does talent meet opportunity?

Check our Marketplace, page 63



**WBCY FINDS CHARLOTTE'S BEST ROCK** — WBCY/Charlotte recently completed a talent search in conjunction with the Carowinds Amusement Park, auditioning over 70 local rock groups. 20 finalists competed at the park for the top prize. Pictured with the winning group, Moon Pie, is WBCY PD Bob Kaghan (standing, second from left).



**DRIVE HOME A WINNER** — WFYR/Chicago gave away a new Oldsmobile Cutlass Supreme in its "Spring Spectacular" contest to a suburban Chicago listener who heard his lucky number read on the air. Pictured at the awarding ceremony are (l-r) WFYR VP/GM Jim Barker, the winner, and WFYR account executive Jeff Jacobs.



**TALKIN' PRO FOOTBALL** — WMAL/Washington's afternoon-drive team of Bill Trumbull (dark glasses) and Chris Core (clear glasses) went to training camp with the Redskins, interviewing players, coaches and fans at the Skins' Carlisle Park, PA training center. Pictured is Washington's General Manager Bobby Beathard doing a live interview with Trumbull & Core.

# BRAD MESSER



## The Thrill Of Ruined Shoes

An airplane had gone down not far from town in a truly inaccessible tangle of dense undergrowth and mosquito-infested marshland. There was reason to believe one or more of those aboard might have survived the crash, but it was also likely that if medical help didn't arrive quickly . . . well, you know.

Our street reporter went in on foot, through the bushes and trees knee-deep in swamp water and gooshy mud, holding his two-way radio up as the water got deeper, up to his waist. It took a little more than a half-hour to find the crashed plane, and only a minute to determine that no one aboard had survived. His reports helped official would-be rescuers avoid trying to get doctors through the swamp, and the reports were quite dramatic radio. When he returned to the station several hours later his clothes and shoes were ruined, but he was justifiably proud of being the first and only reporter to overcome so many obstacles to get the story out. The station never paid for his shoes and clothes. He never asked. The thought never occurred. He was a radio reporter doing what he had to do to get the news, and that was all there was to it.

At another great radio station we had a street reporter who was so hot for fires that he bought his own regulation helmet, fireman's runner coat, and high boots. A petroleum storage tank exploded and threatened to touch off a string of nearby storage tanks at a refinery known for its open hatred of the various news media, and only fire trucks were being allowed through the gates while all reporters were being stopped and kept at a distance. Our man backed off to a public place and watched the huge column of flames and smoke, wondering what might be stored in the adjacent tanks and whether a real public safety danger existed because of the possibility of the fire jumping to the other tanks. Then he opened his car trunk, put on his fire clothes and walked to the road leading into the forbidden refinery, just in time to flag down another arriving fire truck . . . which stopped for him. He hopped on the back and rode through the gate with his two-way hidden under the big yellow rubber coat, and within minutes he was going on the air from the fire scene, able to report not only what was burning but what was stored next to the inferno. His reports were live, and the refinery people heard them on the radio and the oil company security force was told to find that man and get him out immediately. They never spotted him. His reports continued several hours until the threat had abated, and then he brazenly rode back out on a fire truck . . . the only reporter who got in. He was pretty proud of himself. We were extremely proud of him. The station never offered to pay him overtime for what he had done, even though he was off-duty when the major blaze erupted. He may have thought he had overtime coming, but if so, he never mentioned it, and the station certainly never offered it.

Those two men were great reporters. They loved their work and they did their jobs above and beyond what was expected or required. They also were both out of radio within three years after the two events because they developed feelings they were giving more than they were getting in return. If your station is fortunate enough to have a reporter who gives and gives, please consider doing some giving in return, because our profession needs to keep good people. Those two are gone to public relations and their replacements are not outstanding. They are out standing, and little more.

## CALENDAR

### Labor Day 1981

**MONDAY, SEPTEMBER 7:** The man who originated Labor Day knew about labor, because his parents sent him out to work full time when he was eleven. Peter J. McGuire helped organize the first big Labor Day parade 99 years ago last Saturday in New York City, and his efforts resulted in establishment of a national holiday a dozen years later in 1894.

The Nazis began the London Blitz today in 1940. Every night for 2½ months the bombs fell, killing about 40,000 people.

Space pioneer James VanAllen is 67. Actor Peter Lawford is 58. Early rocker Buddy Holly would have been 45 today.

### The Great Hurricane

**TUESDAY, SEPTEMBER 8:** The great hurricane of 1900 that hit Galveston Island, TX, produced 120mph winds and then blew away the instrument. It inundated the city with tides that rose to second-story windows. No one even knew the hurricane was coming, and about 6000 people died. After the storm every remaining house and building on the island was jacked up, braced with stilts, and the entire island was land-filled to a higher elevation so it would withstand future storms.

Abraham Lincoln made a speech 123 years ago today in 1858 that produced the homily "You can fool all of the people some of the time; some of the people all of the time; but not all of the people all of the time."

Beach party movie actor of the sixties Frankie Avalon is 41.

### The First Hot Dog

**WEDNESDAY, SEPTEMBER 9:** In 1883 German immigrant Anton Feuchtwanger opened a stall in St. Louis to sell frankfurters, with a giveaway gimmick: with each hot dog people got a free white cloth glove so the juice wouldn't make a mess. His later improvement was an oblong bun, cheaper and certainly tastier.

Happy 55th anniversary to the National Broadcasting Company, formed as a subsidiary of RCA on this date in 1926. Five years ago Mao Tse Tung died. Ten years ago the Attica Prison uprising began. Otis Redding, killed in a 1967 plane crash, would have been 40 today.

### Do Scapegoats Eat Goat Food? Yes.

**THURSDAY, SEPTEMBER 10:** This is the ancient Day of Atonement on which Jews sacrificed two goats: one was killed outright, the other took part in a ceremony in which the sins of the community were transferred to it, and then it was allowed to escape. The escaped goat carried away sins. That's the origin of our word scapegoat . . . someone who takes the blame for the mistakes or crimes of another.

Cairo, IL reported a fish rain on this date in 1890, with four-inch live fish falling in several parts of town during a rainstorm.

Charles Kuralt is 47, and so is former homerun champ Roger Maris. Golfer Arnold Palmer is 52.

### First Policewoman Hired

**FRIDAY, SEPTEMBER 11:** Tomorrow is the anniversary of the first policewoman in America being sworn in as a Los Angeles cop, 71 years ago in 1910. Alice Wells had trouble convincing people she was really a peace officer, until she was issued "Policewoman's Badge No. 1." Within a half-dozen years 17 other American cities followed Los Angeles's lead and hired female officers.

Nobody does it better.

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What comes in the mail and makes you laugh?



Check out Marketplace, page 63



# EASY LISTENING RADIO

Fred Seiden

## WROW: Then And Now

One of my first radio jobs was as a summer vacation relief announcer at WROW, in my hometown of Albany, New York. Some years later I worked there again full-time during its transition from a block-programmed MOR format to Beautiful Music programming, which has been WROW's stock in the trade for the past 21 years. News commentator **Lowell Thomas**, one of the original stockholders in **Capital Cities**, was instrumental in bringing the **CBS Radio Network** to WROW in the mid-50's; then he was able to originate some of his network broadcasts from the radio studios when he was in the Albany area. Through the years before the switch to Beautiful Music, WROW employed an interesting mix of prominent names, including **Ted Knight**, **Bruce Bradley (WBZ, WHN, and now WYNY)**, and **Samuel Stratton**. I remember when Stratton was a vacation relief announcer at WROW Radio; and later moved on to sister station **WROW-TV** as "Sagebrush Sam," hosting western films for the kids in the afternoon, and then reporting the latest news (without his horse) in the evening. This was the colorful period in WROW's history when it was located in a rural community, with studios housed in a reconverted convent with a number of stained glass windows still intact as a daily reminder of the structure's more pious origin. Today, by the way, Samuel Stratton is a New York State Congressman, which shows you that a western star in humble surroundings can make it in the tough world of politics.



Bill Patrick, Jim Gagliardi

Now, Cap Cities operates just the radio stations with WROW (AM) programming a traditional MOR sound, while WROW-FM carries **Schulke Radio Productions'** Beautiful Music syndication service. To get an update on the stations where I was introduced to Beautiful Music, I talked with **Bill Patrick** and **Jim Gagliardi**. Patrick has been with WROW for two years as Program Director, and Gagliardi has handled the Music Director's job the last four of his 12 years with the stations.

### Changes Over The Years

**R&R:** As you know, gentlemen, I worked at WROW in 1960. I'm curious to hear how things have changed since I was last there 21 years ago.

**BP:** I think the major change is that some years ago WROW was considered a Beautiful Music station on the AM dial. Since then, WROW has evolved to what would probably be considered

an Easy Listening station, one that provides the very best mix of the music of today, back to the old chestnuts or standards. We play the current artists — **Kenny Rogers**, **Anne Murray**, the **Carpenters** — right down the line.

**R&R:** How do you explain the success of WROW's two stations over such a long period of time?

**JG:** I believe it's because most of our older listeners from 35+ know the format, and they know when they tune in WROW there'll be music that's easy on the ears, that has a melody and a discernible beat. There are a lot of "closet" easy listening people who are in their late 20's or early 30's, and we get some phone calls from them, so we know they're out there.

**"We've taken the nighttime, which for many Easy Listening stations is lacking in definition, and turned it into an alternative form of programming — sports."**

— Bill Patrick

**R&R:** Because you operate two radio stations with the call letters WROW, and since both your stations do well in the Albany, Schenectady & Troy market, do you consider the AM and FM direct competitors?

**BP:** That might have been true some years ago, but today the distinction between the two formats is significant enough that our listeners know exactly what they want, and where they can hear it.

### Finding Fresh Music

**R&R:** Since your AM is locally programmed, how do you find enough material to keep the music fresh and current?

**JG:** We've set up contacts with **Rare Records** in England to give us material by **Frank Chacksfield**, **Ronnie Aldrich**, **Stanley Black**, **Les Reed**, **Manuel**, and **Norman Candler**. Through **Polygram** in Canada, we have contacts with **James Last**, who has something like 158 gold records. We're constantly searching for good cover versions of tunes to play, since we are primarily instrumental, but we don't ignore the good vocal sounds of today from a **Kenny Rogers**, **Diana Ross** or **Lionel Richie**. It's a big melting pot mix, and getting the right flow is quite challenging.

**R&R:** In the Tri-Cities, with many FM stations doing so well in a variety of formats, what accounts for the consistently good showing of your AM playing the music usually associated with FM radio these days?

**BP:** I think the biggest thing that we have is credibility. WROW has remained a class, credible station all these years, playing the very finest music along with news and informational programming that fits the needs of our listeners in this market. Also, we've taken the nighttime, which for many Easy Listening stations is lacking in definition, and turned it into an alternative form of

**"I think the biggest thing we have is credibility, playing the very finest music along with news and informational programming."**

— Bill Patrick

programming — sports. What we do, in effect, is take our evening hours and broadcast sports, with such things as **Yankees baseball** and **Red Wings hockey**, and move our listeners who don't like sports over to the FM station where the music is still going strong.

**R&R:** Then you must cross-promote your stations?

**BP:** We promote our FM on the AM side only, when we're featuring sports.

**R&R:** Is there much personality allowed on the AM station? Are your announcing titles and artists?

**BP:** The greatest amount of personality is on our morning show. This is the trigger for the whole day, with **Bill Shallcross** handling morning drive. After nine o'clock we go back to the Easy Listening/Beautiful Music announcing approach.

**JG:** Yes, we do back-announce on the AM station. That's done in groups of three, four, or five depending on the number of tunes we play in the quarter-hour, and we give both titles and artists.

- WROW/Albany has enjoyed Beautiful Music success for two decades.
- With an Easy Listening AM and a Beautiful Music FM, some unique cross-plugging goes on.
- Mixing Easy Listening with sports works for the AM at night.

### Promotional Activity

**R&R:** What about special promotions or contests?

**BP:** We promote very heavily, and now I'm talking about the AM, of course. A couple of months ago, we finished our contest called "59 Ways WROW Loves You," which involved 59 different prizes given away over 59 days. Everything from 59 silver dollars to a trip to Disneyland, and we received over 20,000 entries. It was a very successful promotion for WROW, which helped reinforce our AM dial position — 590.

**JG:** Concerning music promotion on the AM, if it's our type of music or artist, then we'll promote it. Back in February, for instance, we promoted the **Glen Miller Orchestra**, which drew 3000 people at the RPI Field House, and turned out to be a very successful promotion. On St. Patrick's Day we tied in with the **Clancy Brothers**. Just a few weeks ago we went down to the Empire State Plaza; that's the beautiful new mall that **Nelson Rockefeller** had built in Albany. For that event the **Skip Parson Riverboat Jazz Band** entertained a couple of thousand people who came to the mall.

### Ratings Rundown

**R&R:** Shifting to low gear for a moment, I recognize that the Arbitron spring ratings are not the great story you had hoped for after all your hard work. I noticed that both stations lost about two share points in the book. Why do you think this happened?

**BP:** We were very concerned when we first saw the results because we felt we'd done everything right. In talking with almost every major researcher, and doing our own research, going to Beltsville, checking out diaries, and all the rest, what we've discovered is the spring rating book was not at all favorable to either Easy Listening or Beautiful Music stations around the coun-

**"If it's our type of music or artist, then we'll promote it."**

— Jim Gagliardi

try. We would have been extremely concerned if either one of our stations stayed constant or picked up, and the other had gone down. In fact, they both went down about the same amount of points, and an AOR soared to the top. There was a heavy response in the 25-34 demos, and we just happened to take it on the chin. We have confidence that when the next Arbitron comes out we're going to see a great improvement here.

**R&R:** If you were going to make one change in your format on the AM station, what would it be?

**BP:** I'm sure Jim will agree with me that we could probably become a little bit more updated in our music, dropping off some of the older selections and increasing the class contemporary artists on the other end. Bring us a little more up to date with our music.

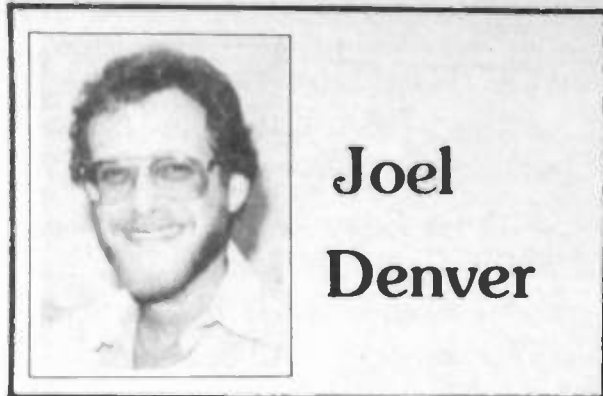
**R&R:** Thanks for your comments, and please give my regards to Albany.



**59 HAPPY FACES** — Winners in the WROW contest that ran from March to June giving away 59 different prizes as the station's way of saying "thank you for listening."

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





Joel  
Denver



PD JIM O'HARA PROFILES HIS "FAMILY RADIO STATION"

## KSTT: A Full Service AM CHR That Wins

All too often the "ink and hype" goes exclusively to major market stations, and those below the top 25 feel ignored. For this column, I took a look at KSTT/Davenport, (called the Quad Cities Market), ranked #96 with a metro population of 313,900.

Set in blue-collar rural middle-America, where the important industries are John Deere, International Harvester, and Alcoa among others, KSTT is stronger now in the ratings than it was two years before. KSTT holds down the number two position in the marketplace behind Country-formatted WHBF, with a 12+ share moving from 12.2 to 15.5 in the latest ARB.

To give you an idea of what the audience composition is like, take a look at this demographic chart.

AGE	KSTT :
12-17	12.3%
18-24	28.8%
25-34	34.2%
35-44	13.7%
45-54	5.5%
55+	5.5%
12+ TOTAL	7,300

Setting market size aside, I don't know of too many CHR stations that can boast of a demographic spread like this. For some insight as to how these figures became a reality, I talked to PD Jim O'Hara about KSTT's success.

### Personality & Involvement In The Market

"KSTT has been playing contemporary music since the late 1950's, and when I became PD three and a half years ago, I simply followed the heritage of those before me," said Jim. "Most PD's come in and change things a lot, but I've just built on the base handed to me. A lot of hot people like Ken Draper and Bobby Rich have programmed this station before.

"The whole idea behind getting more adult numbers for KSTT wasn't to stop playing rock 'n' roll, and play nothing but A/C music, but to look at the 25-34's who were once our 18-24 audience and understand them. It's simply a matter of looking at their past needs, and serving their present needs in whatever manner is necessary."

Davenport is a market with 11 of its own signals, plus four signals from Chicago (WBBM, WGN, WLS, and WMAQ) and WMT/Cedar Rapids, showing in the ARB. "KSTT also has CHR competition from K11K, a 100,000 watt FM station, AOR competition from our

**"The whole idea behind getting more adult numbers for KSTT wasn't to stop playing rock 'n' roll, and play nothing but A/C music, but to look at the 25-34's who were once our 18-24 audience and understand them."**

sister FM, WXLN, and A/C competition from WQUA," Jim added. "We share audience with all of those stations, and we are only 1000 watts with a directional antenna system. Until April, we didn't even have parity with the others until some new equipment arrived.

"The personality and the involvement in the city keeps us on top, I think. Everyone points out that they take care of business in this area, but we really do. I'm involved with the American Cancer Society, by being on their Board of Directors, and some of the other air personalities are personally involved with local charities.

"Look at any market in the country, and if a station is a market leader, it's because they are involved. Being involved and being a personality station go hand in hand," Jim feels. "It just happens that we play Pat Benatar, the Rolling Stones, Kenny Rogers, and the Commodores, although we daypart very heavily to fit the lifestyle and needs of the people in each time period.

"I emphasize the personality sounding good within the format, not letting the format carry the station's sound. When I work with my staff on their shows, not only do we examine how they sound individually, but how well they are fitting with the direction of the others."

### Smooth Morning Transition

What Jim is describing may sound like a "Mom, Dad & apple pie" situation where everyone likes everyone else, and loves the city and will never leave, "but it really all adds up to KSTT being a real working part of the community... a full-service radio station. While everyone likes to work here, we recently lost our morning man to another market."

Jim explained, "Spike 'At The Mike' O'Dell had been doing AM drive for years and was incredibly involved with the people. He had the opportunity to become a personality as do all of my air staff, and sooner or later I knew he would leave. He is now doing mornings at WBT/Charlotte. It was really a bummer at first, but since we had advance warning on this, we had time to locate a great replacement.

"We hired Dave Shropshire, who came to us from WKTM/Charleston, where he was known as Chris Stevens, but he likes being able to use his real name

**"I emphasize the personality sounding good within the format, not letting the format carry the station's sound."**

now. We threw a party for Spike and invited listeners to come out to a local mall and celebrate his going away and to introduce Dave to them. At the same time, we charged 50¢, which went to a charity.

"Response was excellent. We knew that whoever replaced Spike had to have his seal of approval, so we put Dave on with Spike for the last two weeks he was with KSTT. Reaction was overwhelmingly positive. The change went smoothly and the town has quickly embraced Dave and his cast of voices and characters. This is a market that is slow to change, and their two styles of humor are very different. Spike was very extemporaneous, while Dave is very prepared with recorded bits."

### Somewhere, Over The Rainbow...

As Jim has described, he makes use of his talent outside. "All of the air staff get out there. I don't have to twist any arms at all. They know it's good for them and good for KSTT," said Jim.

"On the air KSTT uses the theme 'Someplace Special,' but it's modified to connote that KSTT is someplace special, more than the area. We like to think we are special, and apparently the audience agrees. I do an air shift from 10am to noon; Barbara Michaels from noon to 3pm; Greg Roberts from 3 to 7pm; Denis Prior, recently acquired from KBEQ/Kansas City, does nights; and our overnights are handled by MD Bill



Young. Weekends are staffed by Gary Pelletier and Kelly Wallace, who are given the same chances to get out and be a personality as the next one.

"Promotions are very grass-roots in nature. Right now we are working with a local pizza chain that has a hot air balloon. We make two or three appearances a week with the balloon, hand out pizza and prizes. KSTT

**"I've worked with and talked to a lot of frustrated air talent that have taken trips to the big cities to hear radio and were very disgusted with the lack of imagination demonstrated. I don't want anyone to ever be able to say that about KSTT."**

is very careful to make sure to get into each of the major cities of the metro, which include Davenport and Bettendorf in Iowa, and Rock Island and Moline in Illinois. People are very proud of their particular town, so we have to be careful to hit all of them both on and off the air.

"During the Spring, we ran the KSTT Rainbow Windowsticker promotion, which is still being used to some extent, but will be cranked back up towards the fall. No one had done any type bumper sticker campaign in years, and I wanted the visibility for KSTT. The market is not great for outdoor billboard advertising."

There are several ways to win with the Rainbow Windowsticker, which was tied in with Kentucky Fried Chicken. "Each sticker was given a serial number which was to be saved, and if heard announced on the air, was worth prizes. Also the sticker was good if spot-

Continued on Page 24



KSTT AIRSTAFF - Back row (l-r) Dave Shropshire, Denis Prior, and Greg Roberts. Front row (l-r) PD Jim O'Hara, Barbara Michaels, and Bill Young.



Two weeks old, and already on its way to the top.



# MEAT LOAF

## "I'm Gonna Love Her For Both Of Us"

---

WIFI	WPST	BJ105	WHFM	WKTJ	WJAD	WDST
WGCL	WKRZ-FM	WBCY	WXLK	KSTN	WKNX	KMKF
92FLY	K104	KERN	KENI	KYLT	WGLF	WPAX
WICC	WKEE	WFOX	KOOK	WAGQ	KOBO	KSKG
			KRLC			

---

From The Hot New Album "DEAD RINGER"

Produced by Meat Loaf and Stephen Gelfas.  
Management: David A. Senenberg & Al Dellentash  
for Amundo Enterprises, Inc.



# KSTT: A Full Service AM CHR That Wins

# Motion

Continued from Page 22

ted, or for discounts on car washes and such. But we also utilized the rainbows for prizes that related to the colors.

"It was a basic clue contest looking for the person with the Coca-Cola Secret Key. Blue meant a swimming pool, green meant \$500, red was for a ladies ruby ring, gold was for a men's ring. It worked very well and seemed to involve the whole family. I really think this is a family radio station, because entire families come out to our events... it's amazing.

"I'm not sure whether it's the market, the people within the market or what that has allowed us to become this type of station appealing to kids and adults. There are certainly more narrowly-targeted choices for them, but they keep coming back to us, day after day. We are not boring, we just play great music and sound exciting. FM does well here, so it's not a question of not having competition."

Before writing this article, and before talking with Jim, I listened to an aircheck of KSTT. It is a remarkably fine-sounding station, rivalling many stations in major markets. When I began my conversations with Jim, I complimented him on its sound. He replied, "I've worked with and talked to a lot of frustrated air talent that have taken trips to the big cities to hear radio and were very disgusted with the lack of imagination demonstrated. I don't want anyone to ever be able to say that about KSTT." It's this kind of philosophy and at-

titude, combined with all of the other elements that keep KSTT on top.

## Bits

WAEB/Allentown just gave away a 1982 Chevy Cavalier. Nothing unusual right? Wrong! Thousands of people registered to be able to slide down a curved sliding board into a pool filled with 4000 gallons of Crazy Foam. 79 lucky people got to take the plunge to fish around for 79 keys at the bottom of the white fluffy mess. The one that came up with the key that opened and started the car was the winner.

If the above story was too fluffy, let's "slide" into a more traditional type of mess. Remember Jello Jumps? KINT/EI Paso is having its fifth annual Jello Jump (8-30) and held a Miss Western Playland Contest and Battle of the Bands. All proceeds went to Jerry Lewis and MS.

It's Buddy Holly Week Sept. 7-13, and KVIL/Dallas personality Bud Buschardt will devote his oldies show (9-6) to the music of the singer, who died 22 years ago... KRBE/Houston made off with first place in the third annual Cystic Fibrosis Media Softball Tournament recently.

Z104(WZEE)/Madison is sponsoring Beserkley recording act the Greg Kihn Band in concert as part of a five-hour rock show at nearby Timber Line Ski Lodge.



**SAYING HI AT KF** - Making the rounds at L.A. radio stations to promote his latest project, Liberty recording artist Robbie Patton stopped in at KFI. Shown (l-r) are Robbie's co-manager Debbie Fletcher, Patton, co-producer Christine McVie, KFI MD Roger Collins, EMI America/Liberty's Dale White, and National Promotion Director Jack Satter.



**ROYAL WEDDING IN FLORIDA** - WAXY/Ft. Lauderdale staged its own royal wedding at a local club with the winners of its Prince Charles & Lady Diana lookalike contest. 1500 listeners jammed in to celebrate the "wedding." Shown (l-r) are PD Rick Shaw, personality Randy Thomas as Queen Elizabeth, the two winners, TV weatherman Walt Cronise, station personality Greg Budell playing Prince Phillip in uniform, and station's Wayne DiLucente in the dark glasses.



**SPLASH WITH A CRASH** - KIXS-FM/Killeen-Temple, TX recently held a back-to-school splash party at a local pool with over 300 swimmers taking the plunge for prizes in various water contests. Shown (l-r) are three "cannonball" contest winners, pool operator Robert Meyer, and PD Mark Meredith.



**SUNTAN CITY IN SALT LAKE CITY** - KRSP & FM103/Salt Lake City recently held its annual "Mr. & Ms. Suntan Contest" which annually draws over 7000 folks to take a look at the deepest, darkest, savage tan. Pictured (l-r) are third runner-up, station personality Jon Carter, Ms. Suntan, FM103 PD Randy Rose, Mr. Suntan, station News Director Scott Seeger, and Executive VP Alan Hague.



**WSPT INVADED** - WSPT/Trenton recently held a "Space Invaders Turn-On," in which 97 qualifiers had the chance to see if the keys they held would unlock the Space Invader Video Game at a local amusement center, with the lucky keyholder winning the machine. Pictured (l-r) are amusement center attendant, winner's mother and winner, WSPT's Dave Hoeffel, Station Manager Tom Taylor, and personality Steve Gold.



**WCOZ'S ROCKIN' BIRTHDAY** - Beserkley's Greg Kihn Band made a recent swing through Boston to help WCOZ celebrate its sixth birthday. Pictured at the station are (l-r): Grace Urvais, WCOZ Promotion Coordinator; Tom Jodka, EIA local promotion; Greg Kihn; Andy Beaubien, WCOZ PD; Rick Alden, EIA Northeast Regional Promotion Director; and Fran Allberte, WEA Boston Sales Manager.





**THE BACK PAGE**

**BREAKERS**

# SEGER!



PRODUCED BY BOB SEGER & PUNCH

*FEATURING THE NEW SMASH SINGLE  
"TRYIN' TO LIVE MY LIFE WITHOUT YOU"*



© 1987 CAPITOL RECORDS, INC.







**EAST**  
**Most Added Hottest**  
 Bob Seger  
 Billy Joel  
 Kenny Rogers  
 Ross & Richie  
 Journey  
 S. Nicka w/T. Patty

# ADDS & HOTS

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

**SOUTH**  
**Most Added Hottest**  
 Bob Seger  
 Kenny Rogers  
 Billy Joel  
 Ross & Richie  
 Christopher Cross  
 Journey

**EAST**  
**PARALLEL TWO**  
**14Q/Worcester, MA**  
 Gary Nolan  
 MOODY BLUES  
 KENNY ROGERS  
 BILLY JOEL  
 AL JARREAU  
 Hottest:  
 ROSS/RICHIE 1-1  
 COMMODORES 6-4  
 PABLO CRUISE 9-7  
 RAYDIO 15-10  
 CHRIS CROSS 21-15  
**WBFF/Rochester, NY**  
 Holly Levin  
 FOUR TOPS  
 DAN FOGELBERG  
 HALL & OATES  
 Hottest:  
 ROSS/RICHIE 1-1  
 JOURNEY 7-2  
 PABLO CRUISE 6-3  
 COMMODORES 9-4  
 STEVIE NICKS 10-5  
**WICC/Bridgeport, CT**  
 Bob Mitchell  
 BALANCE  
 RICK SPRINGFIELD  
 BOB SEGER  
 KENNY ROGERS  
 Hottest:  
 ROSS/RICHIE 1-1  
 COMMODORES 2-2  
 JOURNEY 3-3  
 STEVIE NICKS 8-4  
 ELO 11-9  
**WKEE/Huntington, WV**  
 Gary Miller  
 FRANKLIN & BENSON  
 BOB SEGER  
 Hottest:  
 JOURNEY 1-1  
 MOODY BLUES 20-8  
 CHRIS CROSS 24-12  
 LRB 30-19  
 DEBBIE HARRY 29-21  
**WPST/Trenton, NJ**  
 Tom Taylor  
 DIESEL  
 BILLY JOEL  
 BOB SEGER  
 ZZ TOP  
 Hottest:  
 JOURNEY 2-1  
 STEVIE NICKS 3-2  
 MOODY BLUES 14-6  
 ELO 16-10  
 PABLO CRUISE 15-12  
**WTRY/Albany, NY**  
 Bill Cahill  
 BOB SEGER  
 QUINCY JONES  
 Hottest:  
 ROSS/RICHIE 1-1  
 AFTERNOON DELIGHT 2-7  
 JOURNEY 7-4  
 ELO 15-9  
 SHEENA EASTON 22-15  
**WAEB/Allentown, PA**  
 Jefferson Ward  
 BILLY JOEL  
 RICK JAMES  
 Hottest:  
 ROSS/RICHIE 1-1  
 STEVIE NICKS 12-6  
 REO SPEEDWAGON 16-8  
 HALL & OATES 22-14  
 DAN FOGELBERG 25-19  
**WHYN/Springfield, MA**  
 Mary Ferraro  
 DAN FOGELBERG  
 CAROLE B. SAGER  
 QUINCY JONES  
 SILVER CONDO  
 KIM CARNES  
 Hottest:  
 ROSS/RICHIE 1-1  
 GARY WRIGHT 6-3  
 JOURNEY 10-6  
 EDDIE RABBITT 12-7  
 MOODY BLUES 13-9  
**KCID/New Haven, CT**  
 Danny Lyons  
 BILLY JOEL  
 MARTY BALIN  
 FOUR TOPS  
 MANHATTAN TRANSF  
 Hottest:  
 ROSS/RICHIE 1-1  
 JOURNEY 8-5  
 CHRIS CROSS 15-10  
 AFTERNOON DELIGHT 19-15  
 DAN FOGELBERG 27-22  
**WFB/Baltimore, MD**  
 Andy Strulinski  
 CARPENTERS  
 MIKE POST  
 BILLY JOEL  
 Hottest:  
 ROSS/RICHIE 1-1  
 ELO 10-6  
 EDDIE RABBITT 13-8  
 FOUR TOPS 15-11  
 REO SPEEDWAGON 18-14  
**WBL/Long Island, NY**  
 Bill Terry  
 FOUR TOPS  
 KENNY ROGERS  
 HALL & OATES  
 Hottest:  
 ROSS/RICHIE 1-1  
 STEVIE NICKS 14-7  
 PABLO CRUISE 10-8  
 FOREIGNER 15-12  
 SHEENA EASTON 19-14

**WTCR/FM/Hartford, CT**  
 Rick Donahue  
 EDDIE RABBITT  
 MOODY BLUES  
 PAT BENATAR  
 REO SPEEDWAGON  
 LRB  
 RIM CARNES  
 AFTERNOON DELIGHT  
 RICK JAMES  
 DEBBIE HARRY  
 EVELYN KING  
 LULU  
 HALL & OATES  
 BOB SEGER  
 Hottest:  
 ROSS/RICHIE 1-1  
 JOURNEY 7-5  
 ROLLING STONES 12-9  
 RHEENA EASTON 14-11  
 CHRIS CROSS 18-15  
**Q108/York, PA**  
 Dan Steele  
 AL JARREAU  
 FRANKLIN & BENSON  
 BOB SEGER  
 BILLY JOEL  
 Hottest:  
 ROSS/RICHIE 1-1  
 JOURNEY 13-8  
 EDDIE RABBITT 16-10  
 GARY WRIGHT 15-11  
 CHRIS CROSS 24-15  
**WHFM/Rochester, NY**  
 Almee Peck  
 BOB SEGER  
 BILLY JOEL  
 DEBBIE HARRY  
 KENNY ROGERS  
 HEATLOAF  
 Hottest:  
 ROSS/RICHIE 1-1  
 PABLO CRUISE 4-3  
 JOURNEY 11-5  
 STEVIE NICKS 9-6  
 SHEENA EASTON D-10  
**K104/Erie, PA**  
 Bill Shannon  
 BOB SEGER  
 DIESEL  
 BURTON CUMMINGS  
 ERIC HINE  
 HEATLOAF  
 FOREIGNER  
 Hottest:  
 ROSS/RICHIE 2-1  
 CLIMAX BLUES BAND D-2  
 MOODY BLUES 21-16  
 DON FELDER 29-19  
 SQUEEZE 40-29  
**V100/Charleston, WV**  
 Jay Jarvis  
 STEVIE NICKS  
 ELO  
 LRB  
 BALANCE  
 Hottest:  
 COMMODORES 2-3  
 EDDIE RABBITT 7-5  
 CHRIS CROSS 14-7  
 SHEENA EASTON 13-8  
 RAYDIO 11-9  
**B104/Baltimore, MD**  
 Jan Jeffries  
 BILLY JOEL  
 BOB SEGER  
 QUINCY JONES  
 FOUR TOPS  
 Hottest:  
 JOURNEY 5-1  
 SQUEEZE 4-2  
 STEVIE NICKS 3-3  
 MOODY BLUES 6-5  
 AL JARREAU 14-11  
**WKRZ-FM/Wilkes-Barre, PA**  
 Jim Rising  
 SILVER CONDO  
 DEVO  
 BILLY SCUIER  
 KENNY ROGERS  
 STEVIE WOODS  
 Hottest:  
 JOURNEY 2-1  
 STEVIE NICKS 4-2  
 ELO 6-3  
 COMMODORES 9-4  
 DIESEL 29-18  
**92FLY/Albany, NY**  
 Jack Lawrence  
 RIM CARNES  
 BILLY JOEL  
 BOB SEGER  
 ALABAMA  
 DEVO  
 Hottest:  
 ROSS/RICHIE 1-1  
 STEVIE NICKS 6-4  
 ROLLING STONES 20-15  
 REO SPEEDWAGON 23-17  
 SHEENA EASTON 27-20  
**PARALLEL THREE**  
**13FEA/Manchester, NH**  
 Keith Lamre  
 BOB SEGER  
 ARS  
 QUINCY JONES  
 BILLY IDOL  
 Hottest:  
 ROSS/RICHIE 1-1  
 STEVIE NICKS 6-2  
 JOURNEY 8-3  
 REO SPEEDWAGON 18-14  
 HALL & OATES D-23  
**14WK/Wheeling, WV**  
 Jack Armstrong  
 BOB SEGER  
 EXILE  
 MIKE POST  
 ALMAN BROS. BAN  
 JOHN DENVER  
 DIESEL  
 Hottest:  
 ROSS/RICHIE 1-1  
 BEACH BOYS 19-10  
 EDDIE RABBITT 17-12  
 BALANCE 21-16  
 CHRIS CROSS 27-21

**SOUTH**  
**PARALLEL TWO**  
**BJ108/Orlando, FL**  
 Tom West  
 KENNY ROGERS  
 BALANCE  
 DAN FOGELBERG  
 MARTY BALIN  
 BOB SEGER  
 JIM PHOTOCLO  
 SAMTANA  
 RUBB MARON  
 Hottest:  
 ROSS/RICHIE 1-1  
 FORGIONER 6-4  
 STEVIE NICKS 8-5  
 JOURNEY 17-9  
 ELO 19-15  
**KEEL/Sheveport, LA**  
 Kevin Davis  
 DAN FOGELBERG  
 STACY LATTISAW  
 BOB SEGER  
 JOHN DENVER  
 AL JARREAU  
 Hottest:  
 ROSS/RICHIE 1-1  
 EDDIE RABBITT 10-8  
 SHEENA EASTON 24-15  
 CHRIS CROSS 28-18  
 HALL & OATES D-25  
**KTSA/San Antonio, TX**  
 J.J. Rodriguez  
 BALANCE  
 KENNY ROGERS  
 Hottest:  
 ROSS/RICHIE 2-1  
 JUICE NEWTON P-3  
 BEACH BOYS 14-10  
 JOURNEY 17-13  
 RAYDIO 20-16  
**KXX106/Birmingham, AL**  
 Chris Trane  
 BOB SEGER  
 BILLY SCUIER  
 ARS  
 BILLY JOEL  
 MIKE POST  
 BURTON CUMMINGS  
 ZZ TOP  
 Hottest:  
 ROSS/RICHIE 1-1  
 EDDIE RABBITT 15-9  
 HALL & OATES 25-20  
 RICK JAMES 29-22  
 KIM CARNES 30-24  
**WAKY/Louisville, KY**  
 Liz Curtis  
 MARTY BALIN  
 Hottest:  
 SHEENA EASTON 2-1  
 LULU 3-3  
 CHRIS CROSS 9-4  
 RAYDIO 5-5  
 EDDIE RABBITT 6-6  
**WAXY/Ft. Lauderdale, FL**  
 Rick Shaw  
 BILLY JOEL  
 KENNY ROGERS  
 ARS  
 Hottest:  
 ROSS/RICHIE 1-1  
 JOURNEY 3-2  
 CHRIS CROSS 19-10  
 MOODY BLUES 20-15  
 AL JARREAU 22-17  
**WAY3/Charlotte, NC**  
 Lou Simon  
 Hottest:  
 ROSS/RICHIE 1-1  
 EDDIE RABBITT 8-5  
 CHRIS CROSS 13-8  
 REO SPEEDWAGON 14-10  
 STEVIE NICKS 29-16  
**WBBO/Augusta, GA**  
 Bruce Stevens  
 BOB SEGER  
 CARL CARLTON  
 GO GO'S  
 DARTS  
 Hottest:  
 ROSS/RICHIE 1-1  
 JOURNEY 4-3  
 ELO 6-4  
 RICK JAMES 9-5  
 ALABAMA 13-7  
**WFMF/Baton Rouge, LA**  
 Randy Rice  
 BOB SEGER  
 KENNY ROGERS  
 Hottest:  
 ROSS/RICHIE 1-1  
 SHEENA EASTON 8-6  
 ROLLING STONES 13-10  
 CHRIS CROSS 18-14  
 QUINCY JONES 24-20  
**WQW/Norfolk, VA**  
 Bob Carada  
 JIM PHOTOCLO  
 MARTY BALIN  
 BURTON CUMMINGS  
 TIM GOODMAN  
 MICK FLEETWOOD  
 Hottest:  
 ROSS/RICHIE 1-1  
 EDDIE RABBITT 5-2  
 CHRIS CROSS 6-3  
 SHEENA EASTON 13-10  
 FOUR TOPS 18-15  
**WHBQ/Memphis, TN**  
 Mike Scalti  
 Hottest:  
 ROSS/RICHIE 1-1  
 JOURNEY 2-2  
 JUICE NEWTON 3-3  
 COMMODORES 4-4  
 CHRIS CROSS 11-8

**WJDX/Jackson, MS**  
 BK Crowe  
 QUINCY JONES  
 KENNY ROGERS  
 Hottest:  
 ROSS/RICHIE 1-1  
 DYNWYCE WILLIAMS 3-2  
 EDDIE RABBITT 11-8  
 AL JARREAU 17-10  
 FOUR TOPS 25-18  
**WRJZ/Knoxville, TN**  
 Edwards/Dillman  
 AL JARREAU  
 MARTY BALIN  
 BOB SEGER  
 JIM PHOTOCLO  
 SAMTANA  
 RUBB MARON  
 Hottest:  
 ROSS/RICHIE 1-1  
 SHEENA EASTON 7-2  
 EDDIE RABBITT 7-4  
 MOODY BLUES 17-14  
 CHRIS CROSS 28-17  
**W8QN/Birmingham, AL**  
 Walt Brown  
 AIR SUPPLY  
 DAN FOGELBERG  
 MARTY BALIN  
 BILLY JOEL  
 BOB SEGER  
 Hottest:  
 STEVIE NICKS 2-1  
 SILVER CONDO 10-6  
 SHEENA EASTON 13-9  
 MOODY BLUES 16-12  
 FOUR TOPS 20-15  
**WTIX/New Orleans, LA**  
 Gary Franklin  
 RICK SPRINGFIELD  
 AL JARREAU  
 NIELSEN/PEARSON  
 CRUSADERS/JOE COC  
 CARL CARLTON  
 Hottest:  
 ROSS/RICHIE 1-1  
 STEVIE NICKS 5-2  
 JOURNEY 6-4  
 CHRIS CROSS 35-23  
 KIM CARNES 33-27  
**Y100/Jacksonville, FL**  
 Robert John  
 KENNY ROGERS  
 BOB SEGER  
 AL JARREAU  
 FOUR TOPS  
 Hottest:  
 JOURNEY 2-1  
 SHEENA EASTON 7-3  
 STEVIE NICKS 11-6  
 MOODY BLUES 12-9  
 CHRIS CROSS 23-17  
**WRVQ/Richmond, VA**  
 Bill Thomas  
 BOB SEGER  
 SILVER CONDO  
 Hottest:  
 STEVIE NICKS 2-1  
 ROSS/RICHIE 12-10  
 SHEENA EASTON 14-11  
 CHRIS CROSS 19-12  
 DAN FOGELBERG 25-20  
**KELE/El Paso, TX**  
 Raymond Mesa  
 FRANKLIN & BENSON  
 Hottest:  
 RICK JAMES 2-1  
 RICK JAMES 11-3  
 AFTERNOON DELIGHT 17-11  
 CARL CARLTON 24-15  
 SHEENA EASTON 28-22  
**FM100/Memphis, TN**  
 Tom Prestigiacomo  
 BOB SEGER  
 DAN FOGELBERG  
 BILLY JOEL  
 RICK SPRINGFIELD (dp)  
 Hottest:  
 ELTON JOHN 4-1  
 ALABAMA 8-5  
 ELO 9-6  
 EDDIE RABBITT 14-11  
 CHRIS CROSS 18-12  
**WNOX/Knoxville, TN**  
 Bill Evans  
 DAN FOGELBERG  
 BURTON CUMMINGS  
 KENNY ROGERS  
 ROONEY CROWELL  
 Hottest:  
 ROSS/RICHIE 3-1  
 GARY WRIGHT 4-4  
 MICKY GILLEY 7-6  
 CHRIS CROSS 22-14  
 LULU 27-17  
**WSKZ/Chattanooga, TN**  
 Davu Carroll  
 DEVO  
 BOB SEGER  
 Hottest:  
 ROSS/RICHIE 1-1  
 SHEENA EASTON 15-7  
 CHRIS CROSS 16-10  
 ROLLING STONES 20-15  
 LRB 22-19  
**KINTE/El Paso, TX**  
 Jim Zippo  
 BURTON CUMMINGS  
 AL JARREAU  
 BILLY SCUIER  
 CARPENTERS  
 JOHN DENVER  
 KENNY ROGERS  
 BOB SEGER  
 ALMAN BROS. BAN  
 BILLY IDOL  
 Hottest:  
 JOURNEY 2-1  
 PAT BENATAR 4-2  
 EDDIE RABBITT 7-4  
 SHEENA EASTON 8-5  
 DEBBIE HARRY 11-9

**WERC/Birmingham, AL**  
 AJ Carr  
 BOB SEGER  
 MARTY BALIN  
 AIR SUPPLY  
 Hottest:  
 ROSS/RICHIE 1-1  
 COMMODORES 2-2  
 BEACH BOYS 3-3  
 CHRIS CROSS 16-11  
 FOUR TOPS 23-15  
**KX104/Nashville, TN**  
 Jon Anthony  
 BILLY JOEL  
 BOB SEGER  
 DEVO  
 Hottest:  
 RICK JAMES 5-1  
 CHRIS CROSS 17-9  
 ROLLING STONES 21-10  
 LRB 27-16  
 HALL & OATES D-19  
**KJ100/Louisville, KY**  
 Tom Gilligan  
 BOB SEGER  
 BOB SEGER  
 SAMTANA  
 KENNY ROGERS  
 DEVO  
 DON FELDER  
 Hottest:  
 JOURNEY 2-1  
 STEVIE NICKS 10-8  
 ALABAMA 13-10  
 MOODY BLUES 14-11  
 HALL & OATES 33-19  
**WC6C/Charleston, SC**  
 Chris Bailey  
 MARTY BALIN  
 BOB SEGER  
 BURTON CUMMINGS  
 DIESEL  
 MICKY GILLEY  
 TEMPTATIONS  
 Hottest:  
 JOURNEY 3-1  
 STEVIE NICKS 5-3  
 EDDIE RABBITT 8-6  
 MOODY BLUES 9-8  
 CHRIS CROSS 13-9  
**WVLC/Lexington, KY**  
 Dave Murray  
 CARPENTERS  
 Hottest:  
 ROSS/RICHIE 1-1  
 RAYDIO 6-4  
 SHEENA EASTON 7-5  
 JOURNEY 10-7  
 PABLO CRUISE 11-8  
**KEGU/Fort Worth, TX**  
 Haze Stevens  
 BOB SEGER  
 FOREIGNER  
 BILLY JOEL  
 FOREIGNER  
 DIESEL  
 Hottest:  
 JOURNEY 1-1  
 STEVIE NICKS 3-2  
 GREG KINN 5-4  
 ELO 9-7  
 ROLLING STONES 26-20  
**WBCY/Charlottesville, NC**  
 Bob Kaghan  
 BOB SEGER  
 SAMTANA  
 GO GO'S  
 DEVO  
 MICKY GILLEY  
 FRANKLIN & BENSON  
 Hottest:  
 ROSS/RICHIE 1-1  
 JOURNEY 11-8  
 SHEENA EASTON 17-13  
 CHRIS CROSS 24-16  
 REO SPEEDWAGON 25-20  
**Q100/Mobile, AL**  
 Scott Griffith  
 SILVER CONDO  
 FOUR TOPS  
 KENNY ROGERS  
 BOB SEGER  
 Hottest:  
 FOREIGNER 2-1  
 JOURNEY 4-2  
 STEVIE NICKS 5-3  
 ELO 8-5  
 HALL & OATES 28-21  
**WAAY/Huntsville, AL**  
 Jim Kendrick  
 BOB SEGER  
 BURTON CUMMINGS  
 DENICE WILLIAMS  
 STEVIE WOODS  
 MARTY BALIN  
 Hottest:  
 COMMODORES 2-1  
 JOURNEY 4-3  
 STEVIE NICKS 6-4  
 EDDIE RABBITT 12-6  
 QUINCY JONES 28-19  
**CK101/Cocoa Beach, FL**  
 Steve Ocean  
 RICK SPRINGFIELD  
 BOB SEGER  
 FOREIGNER  
 Hottest:  
 FOREIGNER 3-1  
 SHEENA EASTON 24-15  
 ROLLING STONES 26-21  
 LRB 30-24  
 DEVO 33-25  
**WSEZ/Winston-Salem, NC**  
 Bob Mahoney  
 QUINCY JONES  
 KENNY ROGERS  
 POONEY CROWELL  
 Hottest:  
 ROSS/RICHIE 1-1  
 EDDIE RABBITT 12-7  
 KIM CARNES 15-10  
 RICK JAMES 17-11  
 CHRIS CROSS 31-23  
**KSET/FM/El Paso, TX**  
 Blake Van Dyke  
 DAN FOGELBERG  
 KENNY ROGER  
 TERRY BAKER  
 CURTIS MAYFIELD  
 ROLLING STONES (dp)  
 Hottest:  
 RICK JAMES 3-1  
 CARL CARLTON 7-3  
 GREG KINN 8-5  
 SHEENA EASTON 16-9  
 QUINCY JONES 17-14

**PARALLEL THREE**  
**KLE/Galveston, TX**  
 Scott Taylor  
 DIESEL  
 Hottest:  
 ROSS/RICHIE 1-1  
 PAT BENATAR 3-2  
 PABLO CRUISE 4-3  
 JOURNEY 9-4  
 STEVIE NICKS 15-7  
**KSEL/Lubbock, TX**  
 Stan Castles  
 BOB SEGER  
 DIESEL  
 POCO  
 AL JARREAU  
 Hottest:  
 STEVIE NICKS 2-1  
 JOURNEY 5-4  
 ELO 13-9  
 MOODY BLUES 16-11  
 ROLLING STONES 20-14



MIDWEST Most Added, Hottest

Kenny Rogers Ross & Richie
Bob Seger Journey
Dan Fogelberg S. Nicks w/T. 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

Bob Seger Ross & Richie
Billy Joel Journey
Kenny Rogers S. Nicks w/T. Petty

MIDWEST

PARALLEL TWO

SZX/Columbus, OH
Teri Nuttar

HALL & GATES
BOB SEGER
DEVO
BILLY JOEL
Hottest: ROSS/RICHIE 1-1
FCREIGNER 2-2
STEVE NICKS 9-4
SHEENA EASTON 25-19
ROLLING STONES 26-22

KIOA/Des Moines, IA
A.W. Pantaja

HALL & GATES
ART GARFUNKEL
CAPPELLERS
Hottest: ROSS/RICHIE 1-1
FOREIGNER 4-3
GREG KINN 5-4
STEVE NICKS 12-10
CHRIS CROSS 25-21

KOFM/Oklahoma City, OK
Chuck Morgan

KENNY ROGERS
Hottest: ROSS/RICHIE 1-1
RONNIE MILSAP 5-3
ALABAMA 11-8
SMITH/SWEET 19-13
CHRIS CROSS 21-14

KRAV/Tulsa, OK
Gary Reynolds

BILLY JOEL
Hottest: ROSS/RICHIE 1-1
SHEENA EASTON 2-2
COMMODORES 8-3
CHRIS CROSS 10-5
MOODY BLUES 12-9

KZSQ/Peoria, IL
Keith Edwards

TARNEY/SPENCER BD
DIESEL
BILLY JOEL
Hottest: JOURNEY 1-1
STEVE NICKS 3-2
MOODY BLUES 9-4
ROLLING STONES 16-9
LRB 19-12

WHOT/Youngstown, OH
Dick Thompson

DAN FOGELBERG
RICK SPRINGFIELD
Hottest: JOURNEY 1-1
ROSS/RICHIE 2-2
CHRIS CROSS 22-17
ROLLING STONES 28-20
REO SPEEDWAGON 27-22

WMEE/Fort Wayne, IN
John Curry

KENNY ROGERS
BOB SEGER
Hottest: ROSS/RICHIE 1-1
STEVE NICKS 6-3
MOODY BLUES 20-4
SHEENA EASTON 16-11
CHRIS CROSS D-12

WNAP/Indianapolis, IN
Chad Hunt

MOODY BLUES
SHEENA EASTON
REO SPEEDWAGON
LULU
KIM CARNES
BALANCE
Hottest: COMMODORES 1-1
RAYDIO 16-10
POINT BLANK 19-14
EDDIE RABBITT 23-16
LRB 29-24

WNCH/Columbus, OH
Steve Edwards

HALL & GATES
DAN FOGELBERG
ARS
KENNY ROGERS
Hottest: ROSS/RICHIE 1-1
STEVE NICKS 5-2
ELO 8-5
EDDIE RABBITT 12-8
MOODY BLUES 15-9

WOHO/Toledo, OH
Beau Elliot

KENNY ROGERS
ELO
QUINCY JONES
Hottest: ROSS/RICHIE 1-1
EDDIE RABBITT 6-4
CHRIS CROSS 9-6
RAYDIO 15-9
LULU 17-10

WOW/Omaha, NB
J.C. Corcoran

RICK SPRINGFIELD (dp)
JUICE NEWTON (dp)
HALL & GATES
LRB
Hottest: ROSS/RICHIE 1-1
JOURNEY 5-3
STEVE NICKS 16-7
MOODY BLUES 12-6
ELO 13-10

WVIC/East Lansing, MI
Jim St. John

DAVID GATES
BOB SEGER
BURTON CUMMINGS
RONNIE LAWS
TIM GOODMAN
HELEN FEEZY
JIM PHOTOGLIO
Hottest: ROSS/RICHIE 1-1
SHEENA EASTON 11-4
EDDIE RABBITT 17-6
RAYDIO 16-10
MOODY BLUES 20-14

KSTT/Davenport, IA
Bill Young

ALLMAN BROS. BAN
RICK SPRINGFIELD
QUINCY JONES
FOUR TOPS
BEACH BOYS
ROBBIE DUPREE
Hottest: ROSS/RICHIE 1-1
JOURNEY 2-2
EDDIE RABBITT 3-3
COMMODORES 4-5
ELO 9-6

WISM/Madison, WI
Barb Starr

AL JARREAU
Hottest: JOURNEY 1-1
MOODY BLUES 10-5
ALABAMA 16-10
LRB 24-17
DAN FOGELBERG 30-18

KEYN-FM/Wichita, KN
Terri Springs

SHEENA EASTON
KENNY ROGERS
RICK SPRINGFIELD (dp)
Hottest: ROSS/RICHIE 1-1
JOURNEY 5-3
EDDIE RABBITT 7-5
STEVE NICKS 12-8
COMMODORES 16-11

WYFM/Youngstown, OH
Jeff Tobin

Hottest: ROSS/RICHIE 1-1
FOREIGNER 7-3
STEVE NICKS 9-7
JOURNEY 13-8
ELO 16-14

WTWR/Detroit, MI
Kurt Kelly

GARY WRIGHT
LRB
BOB SEGER
Hottest: ROSS/RICHIE 1-1
JUICE NEWTON 3-3
STEVE NICKS 5-5
GREG KINN 7-7
FOREIGNER 9-9

WAKX/Duluth, MN
Jon Armstrong

Hottest: ROSS/RICHIE 1-1
JOURNEY 9-2
EDDIE RABBITT 12-5
BEACH BOYS 13-6
ELO 17-11

WNAM/Appleton-Oshkosh, WI
Jay Tyler

BOB SEGER
BILLY JOEL
RICK SPRINGFIELD
FOUR TOPS
TIM GOODMAN
Hottest: ROSS/RICHIE 1-1
ELO 15-6
SHEENA EASTON 16-7
MOODY BLUES 17-10
CHRIS CROSS 26-15

WQBF/Evanston, IN
Kevin Carpenter

KENNY ROGERS
HALL & GATES
ALLMAN BROS. BAN
Hottest: ROSS/RICHIE 1-1
JOURNEY 5-2
PARLO CRUISE 6-4
EDDIE RABBITT 8-6
STEVE NICKS 12-9

WRBR/South Bend, IN
Joe Ughtner

ELTON JOHN
DAN FOGELBERG
Hottest: JUICE NEWTON 3-1
COMMODORES 12-6
STEVE NICKS 16-12
BEACH BOYS 20-17
SHEENA EASTON 23-20

WZOK/Rockford, IL
Mr. Ed

EDDIE RABBITT
HALL & GATES
RICK SPRINGFIELD
DIESEL
Hottest: JOURNEY 2-1
MOODY BLUES 11-8
ROLLING STONES 13-10
CHRIS CROSS 18-13
DAN FOGELBERG 19-14

Z104/Madison, WI
Little Hudson

BOB SEGER
BILLY JOEL
EXILE
TIM WEISBERG
Hottest: ROSS/RICHIE 1-1
FOREIGNER 2-2
JOURNEY 4-4
MOODY BLUES 7-6
ROLLING STONES 15-10

WIKS/Indianapolis, IN
Mike Tinnes

DEVO
BOB SEGER
DEBBIE HARRY
SILVER CONDOR
ARS
FCREIGNER
BOC
Hottest: COMMODORES 1-1
JOURNEY 9-4
GARY WRIGHT 15-9
PAT BENATAR 17-11
ROLLING STONES 32-25

WEAQ/Eau Claire, WI
Rick Roberts

ART GARFUNKEL
DAVID GATES
KENNY ROGERS
Hottest: JUICE NEWTON 4-1
BEACH BOYS 5-2
SHEENA EASTON 10-7
JOURNEY 20-13
PARLO CRUISE 26-20

U93/South Bend, IN
J.K. Dearing

GARY WRIGHT
ELO
CHRIS CROSS
Hottest: ROSS/RICHIE 1-1
STEVE NICKS 13-11
EDDIE RABBITT C-12
CARPENTERS 23-17
PAT BENATAR 25-16

WDJX/Dayton, OH
Butcher/Dawson

LRB
Hottest: ROSS/RICHIE 1-1
RONNIE MILSAP 8-5
ELO 9-7
ROBBIE PATTON 15-10
LULU 21-16

WLWL/FM/St. Paul, MN
Phil Houston

BEACH BOYS
LRB
ELO
DAN FOGELBERG
DILLMAN BAND
Hottest: ROSS/RICHIE 1-1
JUICE NEWTON 2-2
EDDIE RABBITT 8-5
LULU 19-13
SHEENA EASTON 20-15

PARALLEL THREE

KFYR/Bismarck, ND
Dan Brannan

DAN FOGELBERG
BOB SEGER
Hottest: ROSS/RICHIE 1-1
GREG KINN 2-2
STEVE NICKS 9-3
BEACH BOYS 10-6
JOHN DENVER 12-9

KKLS/Rapid City, SD
Mick Kjar

Hottest: GARY WRIGHT 2-1
ALABAMA 7-4
ELO 13-10
KIM CARNES 23-17
QUINCY JONES 24-19

KKRC/Sioux Falls, SD
Dan Kieley

BILLY JOEL
DEVO
BALANCE
KENNY ROGERS
Hottest: ROSS/RICHIE 3-1
GARY WRIGHT 2-2
FOREIGNER 4-3
COMMODORES 8-5
JOURNEY 13-9

KKXL/Grand Forks, ND
Jeff Parker

DAN FOGELBERG
Hottest: ROSS/RICHIE 1-1
JOURNEY 7-2
PARLO CRUISE 4-3
EDDIE RABBITT 5-4
COMMODORES 7-5

WEAQ/Eau Claire, WI
Rick Roberts

ART GARFUNKEL
DAVID GATES
KENNY ROGERS
Hottest: JUICE NEWTON 4-1
BEACH BOYS 5-2
SHEENA EASTON 10-7
JOURNEY 20-13
PARLO CRUISE 26-20

WSPT/Stevens Point, WI
Brad Fuhr

BILLY & THE BEATE
TARNEY/SPENCER BD
ARS
BOB SEGER (dp)
FOREIGNER (dp)
Hottest: ROSS/RICHIE 1-1
ELO 11-8
ROLLING STONES 14-9
EDDIE RABBITT 20-14
BALANCE 22-18

WTRU/Muskegon, MI
Mike Stevens

KENNY ROGERS
SILVER CONDOR
ARS
BOB SEGER
Hottest: ROSS/RICHIE 1-1
JOURNEY 2-2
PARLO CRUISE 4-3
STEVE NICKS 7-4
GARY WRIGHT 10-6

WEST

PARALLEL TWO

KCPX/Salt Lake City, UT
Gary Waldron

AL JARREAU
BOB SEGER
ROBBIE DUPREE
RONNIE LAWS
BILLY SCUIER
BOBBY GOLDSBORO
BURTON CUMMINGS
ANNE MURRAY
Hottest: ROSS/RICHIE 1-1
STEVE NICKS 8-4
SHEENA EASTON 9-7
CHRIS CROSS 12-9
POINTNER SISTERS D-10

KERN/Bakersfield, CA
Ron Tonkin

KENNY ROGERS
DAN FOGELBERG
BOB SEGER
MARTY BALIN
SANTANA
Hottest: JOURNEY 11-1
ALABAMA 26-12
RAYDIO 23-14
KENNY ROGERS A-28
DAN FOGELBERG A-35

KGW/Portland, OR
Janis Wojniak

Hottest: ROSS/RICHIE 1-1
JOURNEY 6-6
EDDIE RABBITT 8-8
GARY WRIGHT 11-11
SHEENA EASTON 15-15

KJRB/Spokane, WA
Brian Gregory

ROSS/RICHIE
BOB SEGER
BILLY JOEL
BOC
Hottest: ROSS/RICHIE 1-1
STEVE NICKS 6-3
CHRIS CROSS 11-10
FOREIGNER 22-13
FOUR TOPS 24-21

KRO/Tucson, AZ
Dave Van Stone

BILLY JOEL
GO GO'S
BOB SEGER
Hottest: ROSS/RICHIE 1-1
JOURNEY 4-3
STEVE NICKS 10-9
MOODY BLUES 12-10
KIM CARNES 19-17

KTAC/Tacoma, WA
Bruce Cannon

ANNE MURRAY
JOHN DENVER
ARS
KENNY ROGERS
Hottest: ROSS/RICHIE 1-1
COMMODORES 3-2
STACY LATTISAW 9-6
RONNIE MILSAP 10-7
JOURNEY 11-8

KTKT/Tucson, AZ
Bobby Rivers

KENNY ROGERS
BOB SEGER
AIR SUPPLY
Hottest: ROSS/RICHIE 1-1
JOURNEY 7-6
GARY WRIGHT 14-9
SHEENA EASTON 17-14
CHRIS CROSS 22-15

KLUC/Las Vegas, NV
Randy Lunquist

DAN FOGELBERG
BILLY JOEL
BOB SEGER
GO GO'S
Hottest: JOURNEY 1-1
STEVE NICKS 5-2
ELO 6-3
GARY WRIGHT 20-15
CHRIS CROSS 22-16

KIOY/Fresno, CA
Tom Saville

CARPENTERS
MARTY BALIN
CHARLIE DORE
Hottest: ROSS/RICHIE 2-1
JOURNEY 4-2
LULU 16-14
LRB 18-15
CHRIS CROSS 26-22

KYNO-FM/Fresno, CA
Jeff Davis

ROLLING STONES
SANTANA
EXILE
Hottest: ROSS/RICHIE 1-1
JOURNEY 4-3
PARLO CRUISE 7-7
AFTERNOON DELIGHT 15-9
CARL CARLTON D-17

KZZQ/Albuquerque, NM
Bruce Daniels

HALL & GATES
ELTON JOHN
Hottest: ROSS/RICHIE 1-1
JOURNEY 3-2
EDDIE RABBITT 5-3
SHEENA EASTON 21-13
CHRIS CROSS 25-16

FM103/Sacramento, CA
Billy Manders

QUINCY JONES
KENNY ROGERS
AFTERNOON DELIGHT
Hottest: ROSS/RICHIE 1-1
SHEENA EASTON 6-3
STEVE NICKS 9-4
CHRIS CROSS 18-9
RICK JAMES 22-12

KSPZ/Colorado Springs, CO
Mike Daniels

DAN FOGELBERG
BILLY JOEL
Hottest: JUICE NEWTON 1-1
PARLO CRUISE 2-2
COMMODORES 4-3
JOURNEY 5-4
EDDIE RABBITT 8-5

KYSN/Colorado Springs, CO
Dan Jackson

BOB SEGER
BILLY JOEL
BOC
Hottest: ROSS/RICHIE 1-1
STEVE NICKS 6-3
PARLO CRUISE 8-5
MOODY BLUES 13-10
ROLLING STONES 22-17

KZZP/Phoenix, AZ
Dave Anthony

DIESEL
MARTY BALIN
BOB SEGER
BILLY JOEL
Hottest: ROSS/RICHIE 1-1
JOURNEY 9-2
EDDIE RABBITT 5-3
SHEENA EASTON 10-6
STEVE NICKS 12-7

KHYT/Tucson, AZ
Rich Brother Robbin

HERB ALPERT
CURTIS MAYFIELD
DEVO
SILVER CONDOR
DON FELDER
GO GO'S
RONNIE LAWE
EVASIONS
HALL & GATES
DAN FOGELBERG
FRANKLIN & BENSON
Hottest: ROSS/RICHIE 1-1
CARL CARLTON 9-5
CHRIS CROSS 14-10
BRICK 36-24
AURRA 40-25

KIDD/Monterey, CA
Brown/Ryan

RICK SPRINGFIELD
DAN FOGELBERG
FOUR TOPS
GO GO'S
Hottest: ROSS/RICHIE 1-1
FOREIGNER 2-2
JOURNEY 5-3
STEVE NICKS 6-5
ROLLING STONES 16-7

KGGI/Riverside-San Bernardino, CA
Bob West

QUINCY JONES
HALL & GATES
KENNY ROGERS
DEBBIE HARRY
RICK SPRINGFIELD
LRB
AL JARREAU (PA)
SHEENA EASTON
Hottest: RICK JAMES 2-1
EVELYN KING 9-7
JOURNEY 12-8
STEVE NICKS 19-10
CHRIS CROSS 21-13

KKXX/Bakersfield, CA
Squires/DaRoo

BOB SEGER
KENNY ROGERS
DEVO
Hottest: ROSS/RICHIE 2-1
GO GO'S 17-10
CHRIS CROSS 19-13
ROLLING STONES 27-14
DEBBIE HARRY 27-15

KNBQ/Tacoma, WA
Gary Bryan

EXILE
BOB SEGER
BURTON CUMMINGS
MIKE POST
Hottest: ROSS/RICHIE 1-1
STEVE NICKS 2-2
JOURNEY 5-5
GARY WRIGHT 7-7
EDDIE RABBITT 10-10

K98/Provo, UT
Jim Sumpter

FCREIGNER
Hottest: ROSS/RICHIE 1-1
JOURNEY 3-2
PARLO CRUISE 4-3
GARY WRIGHT 10-7
SHEENA EASTON 13-8

FM103/Salt Lake City, UT
Lorraine Winneger

BOB SEGER
BILLY SCUIER
Hottest: JOURNEY 1-1
ELO 2-2
MOODY BLUES 5-4
ROLLING STONES 17-10
DON FELDER 15-12

PARALLEL THREE

KCBN/Reno, NV
Larry Irons

DEVO
GO GO'S
MARTY BALIN
BOB SEGER
BILLY JOEL
Hottest: ROSS/RICHIE 1-1
STEVE NICKS 4-3
MOODY BLUES 10-12
CHRIS CROSS 25-17
ROLLING STONES 28-20

KDZA/Pueblo, CO
Rip Avina

ELTON JOHN
HALL & GATES
KENNY ROGERS
DEVO
BOB SEGER
Hottest: ROSS/RICHIE 1-1
GARY WRIGHT 11-5
STEVE NICKS 12-8
SHEENA EASTON 20-12
ELO 23-17

KFXD/Boise, ID
Charlie Foxx

QUINCY JONES
HALL & GATES
FOUR TOPS
BOB SEGER
Hottest: ROSS/RICHIE 1-1
FOREIGNER 2-2
JOURNEY 4-4
COMMODORES 11-6
ELO 17-15

KOOK/Billings, MT
Dennis Nichols

BILLY SCUIER
BOB SEGER
STEVE WOODS
DIESEL
BILLY JOEL
Hottest: ROSS/RICHIE 2-1
CHRIS CROSS 19-13
FOREIGNER 4-3
SHEENA EASTON 17-8
ELO 14-10
BEACH BOYS 19-13

KQDI/Bozeman Falls, MT
Pat Richards

MARTY BALIN
ALABAMA
DAVID GATES
AL JARREAU
BILLY SCUIER
BOB SEGER
Hottest: ROSS/RICHIE 1-1
FOREIGNER 2-2
JOURNEY 4-3
GREG KINN 6-4
STEVE NICKS 11-10

KRLC/Lewiston, ID
Steven Alan MacKellvie

BURTON CUMMINGS
BILLY IDOL
MFATLOAF
BILLY JOEL
MIKE POST
DIESEL
Hottest: ROSS/RICHIE 2-1
STEVE NICKS 8-2
DON FELDER 12-6
SHEENA EASTON 13-8
DEVO 27-18

KSLY/San Luis Obispo, CA
Don Potter

POC
BILLY IDOL
BILLY JOEL
Hottest: ROSS/RICHIE 1-1
SHEENA EASTON 10-7
CHRIS CROSS 19-12
ROLLING STONES 22-15
LRB 23-20

KENI/Anchorage, AK
Randy Robbins

EXILE
STEVE WOODS
RICK SPRINGFIELD
MARTY BALIN
BOB SEGER
RITA COOLIDGE
EVELYN KING
HEATLOAF
ROBBIE DUPREE
Hottest: ELO 1-1
JOURNEY 5-2
STEVE NICKS 9-3
ROSS/RICHIE 10-6
CHRIS CROSS 20-11

KYYA/Billings, MT
Jack Bell

BILLY JOEL
MIKE POST
QUINCY JONES
BOB SEGER
EXILE
Hottest: BEACH BOYS 1-1
CHRIS CROSS 27-13
ROLLING STONES 24-15
MOODY BLUES 23-18
DAN FOGELBERG D-20

KATI/Casper, WY
Donna Foxx

KENNY ROGERS
ARS
TIM GOODMAN
DEVO
EXILE
QUINCY JONES
Hottest: PAT BENATAR 8-1
BEACH BOYS 18-12
DEBBIE HARRY 24-14
ROLLING STONES 28-16
AFTERNOON DELIGHT 34-27

THE FOLLOWING STATIONS DID NOT REPORT THIS WEEK:
CHUM/Toronto
WLS/Chicago
WLS-FM/Chicago
CKLW/Detroit
KXOK/St. Louis
KBFM/McAllen-Brownsville
KLAZ/Little Rock
WQRK/Norfolk
WGRD/Grand Rapids
Yes-86/Cincinnati
Y94/Fresno
WROV/Roanoke
WRKR/Racine
KWLO/Waterloo
KBOZ/Bozeman

# PARALLELS

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

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

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

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

★ DENOTES FIRST WEEK IN PARALLELS.

207 REPORTS  
216 LAST WEEK

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

Regional 100/25 44%  
Reach E 33% M 21% S 56%

National Summary Up 51  
Debuts 20  
Same 24  
Down 0  
Adds 25

**EXAMPLE**

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

44% — Percentage of this weeks reporters playing it.

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

National Summary  
Up 31 — Number of stations moving it up on the charts  
Debuts 20 — Number of stations debuting the song this week  
Same 24 — Number of stations reporting no movement this week (On to On, Add to On, 31-31, etc.)  
Down 0 — Number of stations moving it down on their charts  
Adds 25 — Total number of stations adding it this week

**AFTERNOON DELIGHTS**  
General Hospit-Tale (MCA)

Regional 70/4 34%  
Reach E 41% M 28% S 58%

National Summary Up 12  
Debuts 10  
Same 24  
Down 0  
Adds 25

**ALABAMA**  
Feels So Right (RCA)  
LP: Feels So Right

Regional 114/2 65%  
Reach E 54% M 31% S 64%

National Summary Up 18  
Debuts 7  
Same 24  
Down 0  
Adds 25

**ALLMAN BROTHERS BAND**  
Straight From The... (Arista)  
LP: Brothers Of The Road

Regional 100/8 48%  
Reach E 43% M 28% S 59%

National Summary Up 40  
Debuts 17  
Same 24  
Down 0  
Adds 25

**ATLANTA RHYTHM...**  
Allen (Columbia)  
LP: Quinella

Regional 60/16 29%  
Reach E 37% M 24% S 56%

National Summary Up 5  
Debuts 10  
Same 24  
Down 0  
Adds 25

**BALANCE**  
Breaking Away (Portrait)  
LP: Balance

Regional 144/14 70%  
Reach E 65% M 38% S 68%

National Summary Up 26  
Debuts 10  
Same 24  
Down 0  
Adds 25

**BEACH BOYS**  
The Beach Boys... (Capitol)

Regional 128/2 62%  
Reach E 64% M 38% S 68%

National Summary Up 73  
Debuts 10  
Same 24  
Down 0  
Adds 25

**COMMODORES**  
Lady (You Bring... (Motown)  
LP: In The Pocket

Regional 164/0 79%  
Reach E 80% M 48% S 74%

National Summary Up 54  
Debuts 10  
Same 24  
Down 0  
Adds 25

**PAT BENATAR**  
Fire And Ice  
LP: Precious Time

Regional 128/1 62%  
Reach E 64% M 38% S 68%

National Summary Up 39  
Debuts 10  
Same 24  
Down 0  
Adds 25

**CHRISTOPHER CROSS**  
Arthur's Theme... (WB)  
LP: Soundtrack Arthur

Regional 193/6 93%  
Reach E 92% M 56% S 84%

National Summary Up 144  
Debuts 10  
Same 24  
Down 0  
Adds 25

**CHRISTOPHER CROSS**  
Arthur's Theme... (WB)  
LP: Soundtrack Arthur

Regional 193/6 93%  
Reach E 92% M 56% S 84%

National Summary Up 144  
Debuts 10  
Same 24  
Down 0  
Adds 25

**CHRISTOPHER CROSS**  
Arthur's Theme... (WB)  
LP: Soundtrack Arthur

Regional 193/6 93%  
Reach E 92% M 56% S 84%

National Summary Up 144  
Debuts 10  
Same 24  
Down 0  
Adds 25

**CHRISTOPHER CROSS**  
Arthur's Theme... (WB)  
LP: Soundtrack Arthur

Regional 193/6 93%  
Reach E 92% M 56% S 84%

National Summary Up 144  
Debuts 10  
Same 24  
Down 0  
Adds 25

**CHRISTOPHER CROSS**  
Arthur's Theme... (WB)  
LP: Soundtrack Arthur

Regional 193/6 93%  
Reach E 92% M 56% S 84%

National Summary Up 144  
Debuts 10  
Same 24  
Down 0  
Adds 25

**CHRISTOPHER CROSS**  
Arthur's Theme... (WB)  
LP: Soundtrack Arthur

Regional 193/6 93%  
Reach E 92% M 56% S 84%

National Summary Up 144  
Debuts 10  
Same 24  
Down 0  
Adds 25

**CHRISTOPHER CROSS**  
Arthur's Theme... (WB)  
LP: Soundtrack Arthur

Regional 193/6 93%  
Reach E 92% M 56% S 84%

National Summary Up 144  
Debuts 10  
Same 24  
Down 0  
Adds 25

**KIM CARNES**  
Draw Of... (EMI America)  
LP: Mistaken Identity

Regional 144/8 70%  
Reach E 65% M 38% S 68%

National Summary Up 26  
Debuts 10  
Same 24  
Down 0  
Adds 25

**DEVO**  
Working In... (FM/Asylum)  
LP: Soundtrack Heavy Metal

Regional 69/16 29%  
Reach E 35% M 21% S 56%

National Summary Up 7  
Debuts 10  
Same 24  
Down 0  
Adds 25

**DEVO**  
Working In... (FM/Asylum)  
LP: Soundtrack Heavy Metal

Regional 69/16 29%  
Reach E 35% M 21% S 56%

National Summary Up 7  
Debuts 10  
Same 24  
Down 0  
Adds 25

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LP: Soundtrack Heavy Metal

Regional 69/16 29%  
Reach E 35% M 21% S 56%

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Same 24  
Down 0  
Adds 25

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National Summary Up 7  
Debuts 10  
Same 24  
Down 0  
Adds 25

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LP: Soundtrack Heavy Metal

Regional 69/16 29%  
Reach E 35% M 21% S 56%

National Summary Up 7  
Debuts 10  
Same 24  
Down 0  
Adds 25

**DAN FOELBERG**  
Hard To... (Full Moon/Epic)  
LP: The Innocent Age

Regional 160/30 77%  
Reach E 71% M 42% S 74%

National Summary Up 27  
Debuts 10  
Same 24  
Down 0  
Adds 25

**DAN FOELBERG**  
Hard To... (Full Moon/Epic)  
LP: The Innocent Age

Regional 160/30 77%  
Reach E 71% M 42% S 74%

National Summary Up 27  
Debuts 10  
Same 24  
Down 0  
Adds 25

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LP: The Innocent Age

Regional 160/30 77%  
Reach E 71% M 42% S 74%

National Summary Up 27  
Debuts 10  
Same 24  
Down 0  
Adds 25

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Reach E 71% M 42% S 74%

National Summary Up 27  
Debuts 10  
Same 24  
Down 0  
Adds 25

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LP: The Innocent Age

Regional 160/30 77%  
Reach E 71% M 42% S 74%

National Summary Up 27  
Debuts 10  
Same 24  
Down 0  
Adds 25

**DAN FOELBERG**  
Hard To... (Full Moon/Epic)  
LP: The Innocent Age

Regional 160/30 77%  
Reach E 71% M 42% S 74%

National Summary Up 27  
Debuts 10  
Same 24  
Down 0  
Adds 25

**FOREIGNER**  
Urgent (Atlantic)  
LP: Foreigner 4

Regional 147/1 71%  
Reach E 68% M 40% S 72%

National Summary Up 11  
Debuts 10  
Same 24  
Down 0  
Adds 25

**FOREIGNER**  
Urgent (Atlantic)  
LP: Foreigner 4

Regional 147/1 71%  
Reach E 68% M 40% S 72%

National Summary Up 11  
Debuts 10  
Same 24  
Down 0  
Adds 25

**FOREIGNER**  
Urgent (Atlantic)  
LP: Foreigner 4

Regional 147/1 71%  
Reach E 68% M 40% S 72%

National Summary Up 11  
Debuts 10  
Same 24  
Down 0  
Adds 25

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Down 0  
Adds 25





# If You're Concentrating On Hit Tracks, You'll Find These Artists Single-Minded



## BILLY JOEL

### "Say Goodbye To Hollywood"

WABC add 23	KSFX add	Q106 add	Z104 add	Z102 add 30
96KX add	KYYX add	14Q add 26	WNAM add	WSGA add 31
WCAO add	KIMN add	KEGL add	92X add	WFOX add
JB105 add 35	KOPA add	KSTAR add	KSPZ add	WFLB add
Q107 add	B104 add	KXX106 add	KYSN add	FM99 add
WPGC add	WFBR add	WSGN add	KLUC add	WKXY add
KRBE add	WHFM add	WAXY add	KZZP add	KKRC add
Z93 add	92FLY add 29	FM100 add	KRQ add	KSLY add
94Q add	KC101 add 30	KX104 add	WJBQ add	KCBN add
Q105 add 24	WICC deb 25	WBCY add	WLAM add	KYYA add
KBEQ add 26	WPST add	KRAV add	WHEB on	KOOK add
KIIS-FM add	WAEB add	KZ93 add	WCIR add	KRLC add



## SANTANA

### "Searchin'"

OUT OF THE BOX ACTION!

KSTAR add	KERN add	WGH on
KQ94 add	KYNO-FM add	WVIC on
BJ105 add	KEGL on	



## ATLANTA RHYTHM SECTION

### "Alien"

## NEW & ACTIVE

ATLANTA RHYTHM SECTION "Alien" (Columbia) 60/16  
 Moves: Up 5, Debuts 10, Same 29, Down 0, Adds 16, WIFI, KPLZ, KXX106,  
 WAXY, WMAK-FM, WIKS, WNCI, KTAC, 13FEA, FM99, KILE, KQIZ-FM,  
 WSPT, WTRU, KATI, KFXD.

### WITH THESE ADDS

WIFI add	13FEA add
KPLZ add	FM99 add
KXX106 add	KILE add
WAXY add	KQIZ-FM add
WMAK-FM add	WSPT add
WIKS add	WTRU add
WNCI add	KATI add 34
KTAC add	KFXD add



**O N C O L U M B I**





# SILVER CONDOR

## "You Could Take My Heart Away"

KBEQ add 24	Q107 24-21	WKEE 25-22	WGH deb 22	WFLB 10-9
WKRZ-FM add	KRBE 4-4	KEGL 6-6	KJ100 26-22	KILE 8-6
WHYN add	Q105 28-26	KSTAR 11-8	WVLK 24-21	KKLS deb 32
G100 add 28	KIIS-FM 30-28	WTIX 28-24	KSTT deb 25	KCBN deb 40
WRVQ add	KIQQ 37-34	KQ94 deb 32	KYSN 18-16	KDZA deb 29
WIKS add	KYYX 24-22	WERC 25-20	KCPX 21-20	KATI 26-19
KHYT add	KPLZ 29-26	WGSN 10-6	KLUC 15-13	
WCGQ add	KOPA 30-27	Y103 25-22	WFBG deb 32	
WTRU add	92FLY 30-27	FM100 21-17	Z102 22-19	
WKBW 25-20	WPST 23-19	WBCY 30-28	WISE 27-23	

100/9



# BLUE OYSTER CULT

## "Burnin' For You"

WGCL add	KRBE 20-19	KXX106 on	KNBQ on
KFRC add	WDRQ 17-12	WAAY on	KCPX 35-32
WKEE add	KBEQ 11-9	Y103 on	FM103 9-7
KSTAR add 23	KIQQ deb 38	BJ105 on	KLUC 28-24
WIKS add	KSFY 18-17	WRVQ on	WJBQ 40-33
KYSN add	KIMN on	KJ100 6-3	WGUY on
KSLY add	WHFM deb 35	KZ93 on	95XIL 37-35
WIFI deb 28	WPST deb 32	WZOK on	WXLK deb 30
96KX 28-24	K104 11-7	KKXX on	WSPT deb 28
Q107 8-17	KHFI on	KERN 37-33	KRLC deb 26



# DENIECE WILLIAMS

## "Silly"

WKTU add	KRLY 10-10	WMAK-FM 16-11
WAAY add	94Q on	WCSC deb 28
WFBG add	WDRQ 21-17	WVIC on
WSGA add 33	KIQQ 32-29	KCPX 39-36
95SGF add	KSET-FM 19-15	KHYT 31-27
WIFI on	KELP 26-24	WFOX on
WXKS-FM 30-27	KINT deb 29	WFLB 27-23
	WJDX 3-2	FM99 22-18
	BJ105 on	KVOL on



# TIM GOODMAN

## "New Romeo"

KYYX add	KVOL add	WGUY on
WGH add	KATI add	WISE on
WVIC add	KEZR 13-11	WXLK on
WNAM add	KXX106 on	KENI on
WCIR add	Z104 deb 30	KDZA on
	KYSN on	KRLC on







# THE PICTURE PAGE

## Polydor Combines With Novo Combo



Polydor/Polygram has signed Novo Combo, with an album just out by the four-piece band. Pictured (l-r, standing) are Polygram VP Jerry Jaffe, Polygram's Stu Fine and Jim Del Balzo, Sanford Ross Management Exec. VP Glenn Orsher, SRM President Sanford Ross, Polygram VP Vince Pellagrino, and Polygram Sr. VP Harry Losk; (l-r, seated) Polygram VP Chip Taylor, Novo Combo's Pete Hewlett, Stephen Dees, Michael Shrieve, and Jack Griffith, and Polygram Exec. VP/IGM Bob Sherwood.

## RCA Ears On Hall & Oates "Eyes"



Daryl Hall & John Oates previewed their new LP, "Private Eyes," for RCA executives and staff in New York recently. Pictured at the premiere are (l-r) Champion Entertainment President Tommy Mottola, Hall, RCA President Bob Summer, Oates, and RCA VP Jack Craigo.

## Yates Brothers & Sisters Join MCA



MCA has signed the Yates Brothers & Sisters, a musical family of five, with a single set for September and an album to follow in October. Pictured at recording sessions are (l-r, standing) MCA President Bob Siner, Vincent and Pete Yates, manager Bob Ross, Anthony Yates, Stel-Lu Productions' Josie Walton, and Ziponski Productions President Lindy Goetz; (l-r, seated) Regina and Tammy Yates.

## Vizzutti Headfirst In Santa Barbara



Headfirst Records' Allen Vizzutti played at the Santa Barbara Jazz Festival, and label executives were there to cheer the trumpeter on. Pictured (l-r) on the scene are Leon Gaer of Vizzutti's band, Headfirst's Dave Pell, group's Tom Brechteln, Headfirst principal Bill Traut, Vizzutti, a cable TV interviewer, and festival executive producer Tony Molina.

## Atlantic Establishes Regency



Atlantic Records has just signed Regency Records to a distribution deal, with the company's already-released Diesel LP "Watts In A Tank" rush-released by Atlantic's Atco division under the new arrangement. Pictured celebrating the agreement are (l-r) attorney Bill Leibowitz, Atlantic President Doug Morris, Regency President Lloyd Segel, Atlantic Vice Chairman Sheldon Vogel, and Atlantic Exec. VP/IGM Dave Glew.

## Starship's Thomas Joins E/A



Mickey Thomas, lead singer for the Jefferson Starship, has signed a solo contract with Elektra/Asylum, with an album just out. Pictured post-pacting are Thomas (left) and E/A Chairman Joe Smith.

## The Nevilles Went Down To The Roxy



A&M's Neville Brothers played Los Angeles's Roxy recently. Pictured after the show are (l-r) group's Art Neville, A&M Chairman Jerry Moss, and manager Bill Johnston.

## Posh Tosh Bash At Roxy



EMI America/Rolling Stones artist Peter Tosh played Los Angeles's Roxy recently, and was visited backstage by executives from both companies. Pictured (l-r) are EMIA/Liberty VP Don Grierson (front), manager Herbie Miller (head down), EMIA/Liberty's Clay Baxter, Tosh, Rolling Stones's Art Collins, and EMIA/Liberty's Bob Currie.

Stranded  
in the  
jingle  
jungle?

Find Help in Marketplace, page 63



Jeff Gelb

AOR

## AOR Success Stories: The PD's Speak

This week we begin a series of columns focusing on still more AOR success stories from the Spring Arbitron, which has proved to contain more AOR ARB victories than any previous ratings period in our format's history.

The PD's themselves tell their stations' success stories, giving their comments unique importance to other AOR programmers working toward the goal of future victories in their markets. This week, comments from Dave Lange of WDVE/Pittsburgh (6.4-7.9), Arin Michaels from KLAQ/El Paso (4.0-14.1), and Bill Mims of KDUK/Honolulu (6.4-11.5).

### WDVE/Pittsburgh PD Dave Lange

"After going over the numbers and reviewing our efforts this spring, I feel WDVE's success was a result of the following: increased outside promotion, playing the right tunes for this market, getting the personalities out in the clubs and concerts, a good 18-24 sample (thanks, Arbitron), live concerts and on-air specials, and not being afraid to entertain and inform the audience.

"In terms of promotion, WDVE positioned ourselves as the leading rock station in Pittsburgh through busboards, TV, plus a strong on-air promotion schedule. We fought for our visibility on all levels at all local functions: listener parties, paddlewheel boat cruises, as well as getting involved in the local club scene and increasing our involve-

AGE	WDVE :
12-17	25.6%
18-24	55.8%
25-34	13.0%
35-44	3.5%
45-54	0.7%
55+	1.4%
12+	TOTAL 28,500

**"Basically WDVE stuck with the AOR smashes, selective new music, and a good share of local music."**

— Dave Lange

ment in local concerts. We also became involved with a few more charity events, such as the March of Dimes.

"WDVE ran two on-air contests throughout the book with cash prizes. One was called the 'Voices of Rock and Roll,' where the audience had to guess rock star voices. We also ran a 'Quickies' contest, a little bit like 'Mystery Riffs.'

"Basically WDVE stuck with the AOR smashes, selective new music, and a good share of local music. And, of course, a large dose of classics, including some very old stuff. We tried to cover a larger time frame with more selectivity.

"The morning show also deserved a lot of the credit. The combination of Jimmy Roach, a station veteran, and Steve Hansen, who returned from San Francisco last fall, has brought in an increase of almost 2% share points since they got here. They've worked very hard to put together a humorous, entertaining and information-conscious morning show. We have high hopes that, within the next year, they will make even further gains.

"The whole staff showed a lot of pride in the station over the last two books. They worked real

hard on promotions as well as the on-air sound to help us up.

"I can't say that we really did anything new this book — it was mostly just a good execution of the basics."

### KLAQ/El Paso PD Arin Michaels

"Generally speaking, adjustments and the confidence to follow through (using that precious gut feeling) boosted KLAQ from a 4.0 to a 14.1 share in the market. The numbers were there; we just had to gain them back.

"Adjustment #1 took place on January 1st, when I was promoted from MD to PD, thanks to

AGE	KLAQ
12-17	29.8%
18-24	50.0%
25-34	15.5%
35-44	2.4%
45-54	1.2%
55+	1.2%
12+	TOTAL 8,400

**"Outside exposure was extremely important; we are the social directors of the city!"**

— Arin Michaels

Jim Arnold, VP of Rex Broadcasting and station GM. He is the best to work with and for.

"Staff changes immediately followed. Rob Roman was brought in as MD from KRST/Albuquerque. Mornings needed to be upgraded so I hired the person I knew could spark it up and add personality. Jeffrey Scott Blazy, from KPAS and KATT/Oklahoma City, turned a regular four-hour shift into an entertaining morning show.

"A shift in positioning came next. With the demise of KPAS, our AOR competition, it was clear we needed to move from the far left to compete with the seven other contemporary stations. We moved in closer to the middle by streamlining the music and approach, got rid of the clutter, tightened up, played it conservative, but still kept our rock and roll core. We maintained our AOR image but still played the hits.

"Outside exposure was extremely important; we are the social directors of the city! We threw weekly 'Q' parties at the rock and roll clubs in town, got out and became highly visible. We were everywhere, did lots of promotions on air and on the town.

"The extended book also helped. We got on a roll and never let up, and had enough time to create an impact.

"Of course, teamwork was necessary to do it all. Keeping the staff happy, motivating the crew, and weekly air staff meetings contributed greatly to our close-knit group. We spent many hours together, both at the station and off the air; we're all friends beyond our jobs.

"Most of the people who work here are from El Paso. They're really keyed into the market. Using their input, we were all able to key into the market, using positioning and great team spirit to come up winners."

### KDUK/Honolulu PD Bill Mims

"I think our success here is due to an interesting combination of circumstances. First, we had a good product, provided by Burkhart-Abrams. It's great to have access to the research resources of the Superstars stations, as opposed to

the situation David Souza and I found ourselves in at Zeta 7 in Orlando against Superstars WDIZ.

"Brian Bieler was the GM at Zeta and was transferred to our station here in Honolulu. Here he found a gaping hole in the radio market, specifically 18-34 men. At some time in every market on the mainland, there's been an emphasis switch from the AM band to FM, taking place usually some 5-10 years ago. But, here in Honolulu, time seems to have stood still. All the numbers were on the AM. So Brian had to sell both 98 Rock and the FM band when he came over here. He had a new logo designed and got it out on the street. Along with former PD Ken Hitchinson, he started constructing a concert and rock image for the station.

"By the time I arrived in February, all that was left to do was to tighten up the air sound and build consistency in it, and promote, of course.

"Throughout the book, we made certain that something special was happening on the air each weekend to make it a 98 Rock weekend. Over the last year we've placed about 50,000 bumper stickers on the street. The demand was so great that we were able to distribute about 20,000 in one two-day promotion. With demand for the logo, we've found a local manufacturer to help us open the first five 98 Rock Shops, including one on Maui. They sell all sorts of 98 Rock gear, from beach towels to handbags and so forth. Essentially we made the station more visible, and provided a product to match the promotion.

"We have great people on the air, including a longtime AM jock, Lee Simms, who spent the book doing mornings for us as he underwent his transition to an 'FM jock' before our listeners very ears.

"As a result, overall, we went from a 6.4 to an 11.5 in 12+ numbers; we were number one in men 18+, men and adults 18-34, and 18-49, number two in teens, including number one in male teens, and, of course, number one male 18-24 (we had more

AGE	KDUK :
12-17	22.8%
18-24	57.7%
25-34	14.6%
35-44	1.6%
45-54	0.8%
55+	2.4%
12+	TOTAL 12,300

**"Essentially we made the station more visible, and provided a product to match the promotion."**

— Bill Mims

listeners than our seven closest competitors).

"I should again mention Brian Bieler, who is mainly responsible for the success of the station. Brian switched to AOR from Beautiful Music about three years ago, and has embraced the format with enthusiasm, which is easily spread among the other people on the staff. It makes me feel very good about being here for the future, as we go for number one next time around."

**NEXT WEEK:** More AOR success stories, told by the programmers themselves, as we hear from Larry Moffitt (KGGG/Des Moines), Bruce Wheeler (KFMQ/Lincoln), and Steve Runner (then-PD at WLWQ/Columbus).



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# Jeff Gelb

EVOLUTION

UPDATE

WWTR/Betheny Beach, Delaware is scheduled to be the first B/A/M/D Superstars 2 client station. The outlet switches from A/C today (9-4) with Dave Kettinger programming this 3000 watt live operation. . . Steve Young has been appointed PD (from interim PD) at CITI-FM/Winnipeg. . . Greg St. James has been named MD at WABX/Detroit following Steve Kostan's departure to competing WRIF for an airshift. . . Mando Camina has returned to the MD post at KNCN/Corpus Christi. . . Former KWST/Los Angeles MD Ted Habeck has joined neighboring KMET for freelance airshifts. . . Don Walston has been named Asst. MD at WIMZ/Knoxville. . . Jeff Pollack has withdrawn as consultant for WXEZ/Toledo. Meanwhile, he has signed new Providence AOR WHJY as a consultation client. . . Jim Huste has joined WFYV/Jacksonville from WQDR/Raleigh for middays. . . Fern Trovas has joined WEZX/Scranton for middays. . . Nick Owens has switched from KWXL/Albuquerque to competing KFMG for nights. . . Erin Riley has joined KTYD/Santa Barbara for overnights. . . John Carter has joined WAAL/Binghamton from WAQY/Springfield for middays, and Lisa Dwyer has joined WAAL from WDOS/Oneonta. . . Steve Karigan has joined WLVQ/Columbus from WAZU/Springfield for weekends.



**HAPPY BIRTHDAY TO THEM:** WERI/Westerly MD Steve Feldman (left) and PO Ulysses Gallman (right) celebrated their station's second AOR anniversary in style recently.

She's "the little old lady from St. Louis": Ruth Hutchinson, who is the mother of KSHE/St. Louis station manager Nancy Poole, is undoubtedly the world's oldest rock and roll disc jockey at 87. Once weekly, she prerecords a 90-minute rock "oldies" show that has been running to wild listener response periodically for seven years now. Ruth, who gets tons of fan mail and had to stop making guest appearances because she was mobbed, has been the subject of stories in People magazine, on "Good Morning America," and has been a guest on "To Tell The Truth" . . . Mickey Hart helped KTIM/San Rafael world-premiere the new double live Arista Grateful Dead LP "Dead Set" this past week. . . KLBK/Austin held a huge listener appreciation party with 10 local bands that drew 10,000. . . KZOK/Seattle hosted the largest outdoor



**COMIC STRIP:** WXUS/Lafayette morning newsman Lanny Sigo (left) decided to add some spice to his PD Stuart McRae's birthday by asking a local "exotic dancer" (right) to surprise McRae (center) with a striptease during a commercial break.

volleyball tournament in Seattle's history, as 53 teams participated and fans helped raise over \$3000 for the MDA. . . In other charity functions, WBCN/Boston raised 377 pints of blood in its seventh annual blood drive. The station gave away albums, posters, T-shirts, bumper stickers and etc. to donors. And, WIOQ/Philadelphia listeners contributed over \$1300 to the World Hunger Fund in memory of Harry Chapin. . . WAAF/Worcester MD Rob Barnett scored a world-exclusive interview with Mick Jagger from a nearby airport. The interview was carried over the Source and several independent stations courtesy Barnett and WAAF News Director Lana Jones. . . WBAB/Long Island just held its annual Summerfest on the beach, gathering 10,000 for a free concert by the Good Rats, along with a tanning contest that enabled contestants to win T-shirts, tickets, albums, etc. . . WMMS/Cleveland followed the Michael Stanley Band's sold-out 2 1/2-hour local concert with an instant replay of all the songs Stanley's band performed in sequence. . . KLOL/Houston just released "Talent In Texas," its hometown talent collection. The station pressed an initial run of 3000 albums and 1000 tapes, to sell at \$5.98 or less. . . WYSP/Philadelphia marked its tenth AOR anniversary with a birthday party for listeners. WYSP air personality Cindy Drue emceed a concert by a local favorite act, and the first 94 people at the party received a free ticket good for an upcoming concert. . . KTMS/Santa Barbara has been treating listeners to live theatre at nearby Solvang's summer repertory performances, and winery tours combining tasting, a barbecue lunch and a smorgasbord dinner.



**CONDOR TAKES FLIGHT IN HOUSTON:** Silver Condor flew into Houston for a chat with KLOL airtasters while promoting their Columbia album release. Pictured (l-r) are group's Joe Carisano and John Corey, manager Trudy Green, KLOL MD Michele Robinson, PD Chris Miller, group's Earl Slick, and Columbia's Norman Hurt.



**LIVE FROM L.A. IT'S SATURDAY NIGHT:** Cheering on Mirage's G.E. Smith from backstage during his L.A. concert appearance was former Not-Ready-for-Prime-Time player Gilda Radner (also G.E.'s wife). Pictured after the show (l-r) are Radner, KMET Asst. MD Hugh Surratt, Smith, Brett Greenberg, and Mirage Executive VP Bob Greenberg.



**JUST HORSIN' AROUND:** WXRT/Chicago held its second annual day at the races, including a horserace, concert performance of Ouray, and the presentation of a \$1000 stereo system to a winning listener attending the show. Pictured is WXRT PD Norm Winer (in stripes) along with disc and horse jockeys and fans during the show.

## COLOR

**HEAVY METAL GUITAR:** WPYX/Albany tied in with the "Heavy Metal" movie in a drawing for a metal cassette deck. The station's also just completed a guitar riff promotion, asking listeners to identify the guitarist, group and song title in a series of tape edits. In a random drawing from correct responses, one winner will receive an \$1800 guitar.

**JUST LIKE ME:** WEBN/Cincinnati tied in with Chrysalis and Pat Benatar's "Just Like Me" track for a promotion that solicited Pat Benatar lookalike photos from listeners. The winning listener won onstage tickets at Benatar's local concert date, which must have caused some confusion as to which Benatar was which.

## CONCERTS & CONVERSATIONS

**BROADCASTS:** Silver Condor on WOUR/Utica. . . Peter Frampton on WSHE/Miami. . . Greg Kihn on WTUE/Dayton.

**GUEST DJ'S:** Michael Stanley on WMMS/Cleveland.

**CONVERSATIONS:** Loverboy, Billy Thorpe on Q107/Toronto. . . Novo Combo on WKLC/St. Albans. . . Marshall Tucker Band on WEZX/Scranton. . . Foghat, Roda on KLAQ/EI Paso. . . Missing Persons, Go-Go's on WQBK/Albany. . . DVC, Pretenders on KQRS/Minneapolis. . . Wall Of Voodoo on KROQ/Pasadena. . . Charlie Daniels Band, Dirt Band, Kinks on KWXL/Albuquerque. . . DVC, Don Schlitz on WKZL/Winston-Salem. . . Dirt Band on KSPN/Apen. . . 20/20 on KLOS/Los Angeles.



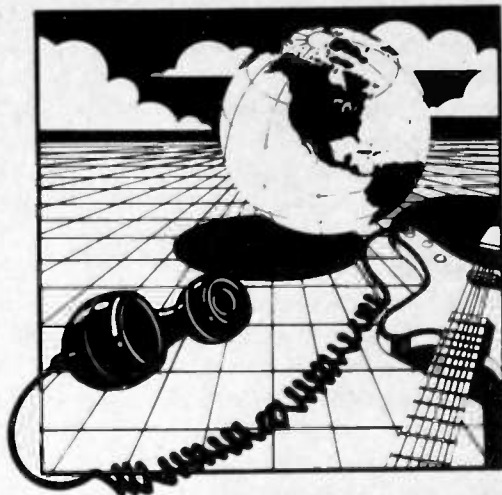


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MOLLY HATCHET**



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**SEPTEMBER 14 8:30 PDT  
MEAT LOAF**

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DEAD RINGER**

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Peel Out/I'm Gonna Love Her For Both Of Us  
I'll Kill You If You Don't Come Back  
Read 'Em And Weep/Everything Is Permitted



featuring cuts  
from his new LP:  
**"DEAD RINGER"**



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

## September 4, 1981 158 REPORTERS

Album cuts are listed in order of airplay preference.

8/74	8/21	8/28	9/4	Artist	Album
1	1	2	1	FOREIGNER	4 (Atlantic)
4	3	3	2	STEVIE NICKS	Bella Donna (Modern/Atco)
2	2	1	3	JOURNEY	Escape (Columbia)
3	4	4	4	PAT BENATAR	Precious Time (Chrysalis)
7	6	5	5	HEAVY METAL	Various Artists (Full Moon/Asylum)
5	5	6	6	MOODY BLUES	Long Distance... (Threshold/PG)
10	8	8	7	ZZ TOP	El Loco (WB)
-	-	9	8	ROLLING STONES	Tattoo You (Rolling Stones)
6	7	7	9	BLUE OYSTER CULT	Fire Of Unknown Origin (Columbia)
20	12	11	10	ALLMAN BROTHERS BAND	Brothers Of The Road (Arista)
22	16	12	11	ELO	Time (Jet)
9	9	10	12	BILLY SQUIER	Don't Say No (Capitol)
12	13	13	13	MICHAEL STANLEY BAND	North Coast (EMI America)
13	14	16	14	FOGHAT	Girls To Chat... (Bearsville/WB)
23	21	17	15	DEF LEPPARD	High 'N' Dry (Polydor/PolyGram)
11	11	15	16	BLACKFOOT	Marauder (Atco)
8	10	14	17	TOM PETTY & HEARTBREAKERS	Hard Promises (Backstreet/MCA)
36	22	19	18	PRETENDERS	Pretenders II (Sire)
39	27	25	19	RED RIDER	As Far As Siam (Capitol)
-	36	30	20	DIRT BAND	Jealousy (Liberty)
-	-	-	21	KINKS	Give The People What... (Arista)
24	23	23	22	DIESEL	Watts In A Tank (Regency)
17	19	21	23	ICEHOUSE	Icehouse (Chrysalis)
-	-	-	24	BOB SEGER & SILVER...	Tryin' To Live My Life... (Capitol)
-	-	-	25	LITTLE RIVER BAND	Time Exposure (Capitol)
16	18	18	26	SQUEEZE	East Side Story (A&M)
21	24	24	27	POINT BLANK	American Excess (MCA)
14	17	20	28	GREG KIHN BAND	Rockinroll (Beserkley)
-	31	33	29	LITTLE FEAT	Hoy-Hoy! (WB)
-	37	32	30	SHOOTING STAR	Hang On For Your Life (Virgin/Epic)
31	29	28	31	RICKIE LEE JONES	Pirates (WB)
15	20	22	32	TUBES	The C. B. Principle (Capitol)
-	-	-	33	TRIUMPH	Allied Forces (RCA)
30	30	31	34	BALANCE	Balance (Portrait)
-	-	36	35	JON & VANGELIS	Friends Of Mr. Cairo (Polydor/PG)
27	32	35	36	POCO	Blue & Gray (MCA)
-	-	37	37	IAN HUNTER	Short Back N' Sides (Chrysalis)
28	28	29	38	OZZY OSBOURNE	Blizzard Of Ozz (Jet)
-	-	-	39	RICK SPRINGFIELD	Working Class Dog (RCA)
-	-	-	40	BOB DYLAN	Shot Of Love (Columbia)

FOREIGNER reclaimed the top AOR airplay spot in a week of heated activity and increased interest in new music. Foreigner bested all acts in hot reports, while STEVIE inched into second place based on total reports. JOURNEY and PAT remained very strong in hits and totals. METAL and MOODY'S held rock steady as ZZ inched up. STONES inched up as stations converted from hot reports of the single to add mentions of the album; expect a big jump next week as the 100 adds convert. ALLMANS and ELO showed increased airplay. MSB maintained as FOGHAT showed renewed airplay interest. DEF continued to climb in hits. PRETENDERS inched up. RIDER and DIRT did well this week in conversions. KINKS debuted with a strong showing of adds. DIESEL inched up. SEGER debuted with 99 singles mentions; watch for a jump next week as these strong odds convert. LRB's album debuted this week with a strong showing in all rotations. FEAT and STAR climbed. TRIUMPH debuted with strong ad response. JON inched up as IAN held his own. SPRINGFIELD bounced back on the chart, strengthened by his new single release (and continued play of "Jessie's Girl"). DYLAN debuted with strong medium attention. The Significant Action listings came closest to charting this week.

"Urgent" "Hero" "Waiting"  
 "Stop" "Edge" "Think" "Lace"  
 "Who's" "Don't" "Stone" Title  
 "Fire" "Dark" "Just" Title  
 Title - "Ride" Title "Mob" "Lamp"  
 "Voice" "Meanwhile" "Dream"  
 "Tube" "Pearl" "Party" "Drive"  
 "Start" "Fire" "Slave" "Limousine"  
 "Burnin'" "Sole" "Joan"  
 "Straight" Title "Judgement"  
 "Hold" "Rain" "Way" "Twilight"  
 "Stroke" "Lonely" "Lover" "Dark"  
 "Heartland" "Falling"  
 "Live" "Driver" "Wide"  
 "Let" "Heartbreak" "Hit" Title  
 "Fly" "Searchin'" "Rattlesnake"  
 "Woman" "Waiting" "Night"  
 "Adultrass" "Pack" "Louie"  
 "Lunatic"  
 Title "Close" "Fire"  
 "Destroyer" "Better" "Dial" Title  
 "Sausalito"  
 Title "Get"  
 45  
 "Owls" "Man" "Love"  
 "Tempted" "Quintessence"  
 "Nicole"  
 "Breakup" "Hurtin'" "Valerie"  
 "Easy" "Gringo" "Teenage"  
 "Flash" "Hang" "Breakout"  
 "Woody" Title "Living" "Lucky"  
 "Talk" "Don't"  
 "Power" "Fight" "Fool"  
 "Breaking" "Dream" New Entry  
 Title "Independence"  
 "Widowmaker"  
 "Need" "Central" "Lisa"  
 "Crazy"  
 "Everything" "Jessie"  
 Title "Trouble" "Heart" "Jesus"

## MOST ADDED

9/4	8/28	8/21	8/14	8/7
1 ROLLING STONES	155/100	48/36	0/0	0/0
Tattoo You (Rolling Stones)	M-7	M-2		
"Start Me Up"	H-48	H-10		
2 KINKS	97/93	0/0	0/0	0/0
Give The People... (Arista)	M-4			
"Destroyer"	H-0			
3 TRIUMPH	71/68	0/0	0/0	0/0
Allied Forces (RCA)	M-0			
"Magic Power"	H-3			
4 LITTLE RIVER BAND	62/48	0/0	0/0	0/0
Time Exposure (Capitol)	M-11			
"The Night Owls"	H-3			
5 CHILLWACK	50/24	40/40	0/0	0/0
Wanna Be... (Millennium)	M-23	M-0		
"My Girl"	H-3	H-0		
6 NOVO COMBO	27/22	15/15	1/1	0/0
Novo Combo (Polydor/PG)	M-6	M-0	M-0	
"Up Periscope"	H-0	H-0	H-0	
7 RIOT	41/18	27/19	19/18	1/1
Fire Down Below (Elektra)	M-22	M-7	M-1	M-0
"Swords, Tequila"	H-1	H-1	H-0	H-0
8 ATLANTA RHYTHM...	23/16	9/7	1/1	0/0
Quinella (Columbia)	M-8	M-2	M-0	
"Alien"	H-1	H-0	H-0	
9 DIRT BAND	80/16	64/26	67/63	3/3
Jealousy (Liberty)	M-67	M-35	M-3	M-0
Title	H-8	H-4	H-1	H-0
10 RED RIDER	80/13	67/10	63/14	51/17
As Far As Siam (Capitol)	M-83	M-49	M-44	M-30
"Lunatic Fringe"	H-14	H-8	H-6	H-4
11 BILLY THORPE	32/7	28/27	0/0	0/0
Stimulation (Pasha)	M-19	M-1	M-0	
"Just The Way I Am"	H-0	H-0	H-0	
11 TYCOON	26/13	19/16	12/12	0/0
Turn Out The... (Arista)	M-12	M-3	M-0	
Title	H-1	H-0	H-0	
12 BOB DYLAN	47/12	49/46	0/0	0/0
Shot Of Love (Columbia)	M-24	M-2		
Title	H-11	H-1		
12 MEAT LOAF	14/12	12/12	0/0	0/0
Dead... (Epic/Cleve. Int'l)	M-2	M-0		
"Love Her"	H-0	H-0		
13 TORONTO	23/11	28/15	7/3	0/0
Head On (A&M)	M-7	M-2	M-0	
Title	H-6	H-3	H-4	

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

9/4	8/28	8/21	8/14	8/7
1 ALLMAN BROTHERS...	127/88	120/85	114/68	108/11
Brothers Of The... (Arista)	A-7	A-18	A-34	
Tie "Straight From The Heart"	H-64	H-48	H-3	
1 FOGHAT	89/86	84/83	100/75	113/82
Girls To... (Bearsville/WB)	A-0	A-1	A-0	A-3
"Live Now - Pay Later"	H-23	H-20	H-24	H-28
3 MICHAEL STANLEY...	106/64	101/65	107/71	106/68
North Coast (EMI America)	A-2	A-0	A-4	A-16
"Heartland"	H-40	H-38	H-32	H-28
4 BLACKFOOT	81/59	97/63	106/58	112/55
Marauder (Atco)	A-0	A-0	A-1	A-0
"Fly Away"	H-22	H-34	H-48	H-58
5 DIRT BAND	80/67	84/35	67/3	3/0
Jealousy (Liberty)	A-16	A-25	A-43	A-3
Title	H-8	H-4	H-1	H-0
5 DEF LEPPARD	83/64	77/65	80/50	67/39
High 'N' Dry (Polydor/PG)	A-6	A-2	A-18	A-17
"Let It Go"	H-24	H-20	H-12	H-11
7 RED RIDER	80/63	67/49	63/44	61/30
As Far As Siam (Capitol)	A-13	A-10	A-14	A-17
"Lunatic Fringe"	H-14	H-8	H-5	H-4
8 DIESEL	68/51	71/53	73/53	70/48
Watts In A Tank (Regency)	A-2	A-2	A-4	A-8
"Sausalito"	H-16	H-16	H-16	H-18
9 BLUE OYSTER CULT	126/49	128/50	129/45	132/48
Fire Of... (Columbia)	A-0	A-0	A-1	A-0
Tie "Burnin' For You"	H-76	H-78	H-84	H-83
9 ICEHOUSE	67/49	72/52	83/61	87/65
Icehouse (Chrysalis)	A-0	A-2	A-2	A-0
Title	H-18	H-18	H-20	H-22
10 ZZ TOP	128/43	130/48	130/52	126/49
El Loco (WB)	A-0	A-1	A-1	A-8
"Tube Snake"	H-86	H-80	H-77	H-71
11 HEAVY METAL	140/40	141/47	144/50	138/54
Various Artists (FM/Asylum)	A-0	A-0	A-4	A-8
Title - "Ride"	H-100	H-94	H-90	H-86
12 POCO	68/40	50/36	55/44	68/48
Blue & Gray (MCA)	A-2	A-4	A-0	A-5
"Widowmaker"	H-7	H-10	H-11	H-15
13 IAN HUNTER	60/39	44/32	51/5	30/0
Short Back... (Chrysalis)	A-8	A-7	A-44	A-30
"I Need Your Love"	H-5	H-6	H-2	H-0
14 ELO	112/38	114/44	99/36	103/6
Time (Jet)	A-4	A-8	A-18	A-91
Tie "Hold On Tight"	H-70	H-64	H-46	H-1
14 PRETENDERS	79/38	76/40	78/30	74/0
Pretenders II (Sire)	A-4	A-6	A-23	A-74
"The Adultrass"	H-37	H-31	H-25	H-0

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

9/4	8/28	8/21	8/14	8/7
1 FOREIGNER	153/144	149/138	152/138	151/138
4 (Atlantic)	A-0	A-0	A-0	A-1
"Urgent"	M-9	M-11	M-18	M-14
2 JOURNEY	152/141	151/139	150/135	150/133
Escape (Columbia)	A-0	A-0	A-0	A-6
"Who's Crying Now"	M-11	M-12	M-15	M-17
3 STEVIE NICKS	158/140	154/133	150/134	146/125
Bella... (Modern/Atco)	A-0	A-1	A-0	A-1
"Stop Draggin' My Heart"	M-16	M-20	M-18	M-20
4 PAT BENATAR	147/135	146/138	141/130	145/131
Precious Time (Chrysalis)	A-0	A-0	A-0	A-0
"Fire & Ice"	M-12	M-10	M-11	M-14
5 MOODY BLUES	134/107	134/115	136/126	143/127
Long... (Threshold/PG)	A-0	A-0	A-0	A-1
"The Voice"	M-27	M-19	M-12	M-13
6 HEAVY METAL	140/100	141/84	144/80	138/66
Various Artists (FM/Asylum)	A-0	A-0	A-4	A-8
Title - "Ride"	M-40	M-47	M-60	M-64
7 ZZ TOP	128/85	130/80	130/77	126/71
El Loco (WB)	A-0	A-1	A-1	A-6
"Tube Snake"	M-43	M-48	M-52	M-49
8 BLUE OYSTER CULT	126/75	128/78	129/84	132/83
Fire Of... (Columbia)	A-1	A-0	A-1	A-0
"Burnin' For You"	M-48	M-50	M-45	M-49
9 ELO	112/70	114/64	98/45	103/8
Time (Jet)	A-4	A-8	A-18	A-91
"Hold On Tight"	M-38	M-44	M-38	M-6
10 BILLY SQUIER	86/67	105/73	110/80	115/87
Don't Say No (Capitol)	A-0	A-1	A-0	A-1
"The Stroke"	M-28	M-31	M-30	M-27
11 ALLMAN BROTHERS...	127/54	120/48	114/40	108/3
Brothers Of The... (Arista)	A-7	A-7	A-18	A-94
"Straight From The Heart"	M-66	M-66	M-66	M-11
12 TOM PETTY...	78/52	83/55	101/78	121/88
Hard... (Backstreet/MCA)	A-0	A-0	A-0	A-0
"Women In Love"	M-24	M-28	M-25	M-23
13 ROLLING STONES	155/48	148/10	0/0	0/0
Tattoo You (Rolling Stones)	A-100	A-38		
"Start Me Up"	M-7	M-2		
14 MICHAEL STANLEY...	108/40	101/38	107/32	105/28
North Coast (EMI America)	A-2	A-0	A-4	A-9
"Heartland"	M-64	M-65	M-71	M-68
15 PRETENDERS	79/37	76/31	78/25	74/0
Pretenders II (Sire)	A-4	A-6	A-23	A-74
"The Adultrass"	M-38	M-40	M-30	M-0

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



**AOR GOES CRAZY!**

# "LUNATIC FRINGE"

**70-47-31-24!**

**8/28 FMQB ALBUM REPORT SONG INDEX**

THE SMASH TRACK BY

*Red Rider*

FROM THE ALBUM

*AS FAR AS SIAM*



**AOR NATIONAL AIRPLAY/40 25-19!**

Produced by Richard Landis,  
except two selections by Michael James Jackson.







# The **KINGS** **AMAZON** Beach



Contains the single "All The Way" E-47213  
The new Kings album is produced by Bob Ezrin 5E-543

Representation by Randy Phillips Management West International, L.A. Ca.











### MIDWEST

#### Sioux Falls

805-335-8700

PD: BILL RICHARDS  
 AD: GREG OLSON

Address: (Rolling Stone)  
 "Tops" (Rolling Stone)  
 "Don't Stop Believin'" (Journey)  
 "Stayin' Alive" (Bee Gees)  
 "Smiling Faces Sometimes" (The Mamas & The Papas)  
 "S.O.B." (Sly & The Family Stone)  
 "I Wanna Dance with Somebody" (Gladys Knight & The Pips)  
 "I Wanna Dance with Somebody" (Gladys Knight & The Pips)  
 "I Wanna Dance with Somebody" (Gladys Knight & The Pips)

### KWKW

St. Louis  
314-644-1360

PD: BOB WATKINS  
 AD: JIM WATKINS

Address: (Rolling Stone)  
 "Tops" (Rolling Stone)  
 "Don't Stop Believin'" (Journey)  
 "Stayin' Alive" (Bee Gees)  
 "Smiling Faces Sometimes" (The Mamas & The Papas)  
 "S.O.B." (Sly & The Family Stone)  
 "I Wanna Dance with Somebody" (Gladys Knight & The Pips)

### PFR fm 103

Terre Haute  
812-238-2557

PD: J. J. CORTECH  
 AD: FRANK STELLER

Address: (Rolling Stone)  
 "Tops" (Rolling Stone)  
 "Don't Stop Believin'" (Journey)  
 "Stayin' Alive" (Bee Gees)  
 "Smiling Faces Sometimes" (The Mamas & The Papas)  
 "S.O.B." (Sly & The Family Stone)

### T-95

Wichita  
316-722-8123

PD: BOB LAMANCE

Address: (Rolling Stone)  
 "Tops" (Rolling Stone)  
 "Don't Stop Believin'" (Journey)  
 "Stayin' Alive" (Bee Gees)  
 "Smiling Faces Sometimes" (The Mamas & The Papas)

### 92 CITI FM

Winnipeg  
204-775-0371

PD: BOB PROST

Address: (Rolling Stone)  
 "Tops" (Rolling Stone)  
 "Don't Stop Believin'" (Journey)  
 "Stayin' Alive" (Bee Gees)  
 "Smiling Faces Sometimes" (The Mamas & The Papas)

### WEST

#### Anaheim

714-778-3698

PD: GREG GANN  
 AD: LARRY REISMAN

Address: (Rolling Stone)  
 "Tops" (Rolling Stone)  
 "Don't Stop Believin'" (Journey)  
 "Stayin' Alive" (Bee Gees)  
 "Smiling Faces Sometimes" (The Mamas & The Papas)

### 94 ROCK

Albuquerque  
505-765-5400

PD: GREG GANN  
 AD: LARRY REISMAN

Address: (Rolling Stone)  
 "Tops" (Rolling Stone)  
 "Don't Stop Believin'" (Journey)  
 "Stayin' Alive" (Bee Gees)  
 "Smiling Faces Sometimes" (The Mamas & The Papas)

### MOST ADDED

ROLLING STONES  
Tattoo You (Rolling Stones) 49/25

KINKS  
Give The People... (Arista) 25/22

LITTLE RIVER BAND  
Time Exposure (Capitol) 22/17

TRIUMPH  
Allied Forces (RCA) 17/16

DIRT BAND  
Jealousy (Liberty) 2/17

FIRE  
Fire Down Below (Elektra) 16/7

### MEDIUM

ALLMAN BROTHERS BAND  
Brothers Of The... (Arista) 40/26

FOGHAT  
Girls To... (Bearsville/WB) 26/23

BLACKFOOT  
Marauder (A&C) 22/20

MICHAEL STANLEY BAND  
North Coast (EMI America) 23/19

RED RIDER  
As Far As Slim (Capitol) 27/19

ICEHOUSE  
Icehouse (Chrysalis) 25/19

### THE HOTTEST

STEVIE NICKS  
Bella Donna (Modern/A&C) 50/47

FOREIGNER  
4 (Atlantic) 49/44

PAT BENATAR  
Precious Time (Chrysalis) 46/42

JOURNEY  
Escape (Columbia) 47/41

HEAVY METAL  
Various Artists (FM/Asylum) 46/37

### KEZY 98.5

Anaheim  
714-778-3698

PD: GREG GANN  
 AD: LARRY REISMAN

Address: (Rolling Stone)  
 "Tops" (Rolling Stone)  
 "Don't Stop Believin'" (Journey)  
 "Stayin' Alive" (Bee Gees)  
 "Smiling Faces Sometimes" (The Mamas & The Papas)

### 98 FM

Albuquerque  
505-765-5400

PD: GREG GANN  
 AD: LARRY REISMAN

Address: (Rolling Stone)  
 "Tops" (Rolling Stone)  
 "Don't Stop Believin'" (Journey)  
 "Stayin' Alive" (Bee Gees)  
 "Smiling Faces Sometimes" (The Mamas & The Papas)

### Chico

916-343-8461

PD: BOB WATKINS  
 AD: JIM WATKINS

Address: (Rolling Stone)  
 "Tops" (Rolling Stone)  
 "Don't Stop Believin'" (Journey)  
 "Stayin' Alive" (Bee Gees)  
 "Smiling Faces Sometimes" (The Mamas & The Papas)

### Edmonton

403-428-8597

PD: BOB WATKINS  
 AD: JIM WATKINS

Address: (Rolling Stone)  
 "Tops" (Rolling Stone)  
 "Don't Stop Believin'" (Journey)  
 "Stayin' Alive" (Bee Gees)  
 "Smiling Faces Sometimes" (The Mamas & The Papas)

### KALL

Gillette  
307-682-5101

PD: BOB WATKINS  
 AD: JIM WATKINS

Address: (Rolling Stone)  
 "Tops" (Rolling Stone)  
 "Don't Stop Believin'" (Journey)  
 "Stayin' Alive" (Bee Gees)  
 "Smiling Faces Sometimes" (The Mamas & The Papas)

### 98 Rock

Honolulu  
808-524-7100

PD: BOB WATKINS  
 AD: JIM WATKINS

Address: (Rolling Stone)  
 "Tops" (Rolling Stone)  
 "Don't Stop Believin'" (Journey)  
 "Stayin' Alive" (Bee Gees)  
 "Smiling Faces Sometimes" (The Mamas & The Papas)

### KRN

Anchorage  
907-277-2655

PD: BOB WATKINS  
 AD: JIM WATKINS

Address: (Rolling Stone)  
 "Tops" (Rolling Stone)  
 "Don't Stop Believin'" (Journey)  
 "Stayin' Alive" (Bee Gees)  
 "Smiling Faces Sometimes" (The Mamas & The Papas)

### Bakersfield

805-832-1410

PD: BOB WATKINS  
 AD: JIM WATKINS

Address: (Rolling Stone)  
 "Tops" (Rolling Stone)  
 "Don't Stop Believin'" (Journey)  
 "Stayin' Alive" (Bee Gees)  
 "Smiling Faces Sometimes" (The Mamas & The Papas)

### Colorado Springs

303-634-4896

PD: BOB WATKINS  
 AD: JIM WATKINS

Address: (Rolling Stone)  
 "Tops" (Rolling Stone)  
 "Don't Stop Believin'" (Journey)  
 "Stayin' Alive" (Bee Gees)  
 "Smiling Faces Sometimes" (The Mamas & The Papas)

### Eugene

503-484-4304

PD: BOB WATKINS  
 AD: JIM WATKINS

Address: (Rolling Stone)  
 "Tops" (Rolling Stone)  
 "Don't Stop Believin'" (Journey)  
 "Stayin' Alive" (Bee Gees)  
 "Smiling Faces Sometimes" (The Mamas & The Papas)

### 98 Rock

Honolulu  
808-524-7100

PD: BOB WATKINS  
 AD: JIM WATKINS

Address: (Rolling Stone)  
 "Tops" (Rolling Stone)  
 "Don't Stop Believin'" (Journey)  
 "Stayin' Alive" (Bee Gees)  
 "Smiling Faces Sometimes" (The Mamas & The Papas)

### Las Vegas

702-876-1460

PD: BOB WATKINS  
 AD: JIM WATKINS

Address: (Rolling Stone)  
 "Tops" (Rolling Stone)  
 "Don't Stop Believin'" (Journey)  
 "Stayin' Alive" (Bee Gees)  
 "Smiling Faces Sometimes" (The Mamas & The Papas)

### Aspen

303-925-5776

PD: BOB WATKINS  
 AD: JIM WATKINS

Address: (Rolling Stone)  
 "Tops" (Rolling Stone)  
 "Don't Stop Believin'" (Journey)  
 "Stayin' Alive" (Bee Gees)  
 "Smiling Faces Sometimes" (The Mamas & The Papas)

### Boise

208-344-6363

PD: BOB WATKINS  
 AD: JIM WATKINS

Address: (Rolling Stone)  
 "Tops" (Rolling Stone)  
 "Don't Stop Believin'" (Journey)  
 "Stayin' Alive" (Bee Gees)  
 "Smiling Faces Sometimes" (The Mamas & The Papas)

### Denver

303-759-5600

PD: BOB WATKINS  
 AD: JIM WATKINS

Address: (Rolling Stone)  
 "Tops" (Rolling Stone)  
 "Don't Stop Believin'" (Journey)  
 "Stayin' Alive" (Bee Gees)  
 "Smiling Faces Sometimes" (The Mamas & The Papas)

### Fort Collins

303-571-1232

PD: BOB WATKINS  
 AD: JIM WATKINS

Address: (Rolling Stone)  
 "Tops" (Rolling Stone)  
 "Don't Stop Believin'" (Journey)  
 "Stayin' Alive" (Bee Gees)  
 "Smiling Faces Sometimes" (The Mamas & The Papas)

### Los Angeles

213-863-3311

PD: BOB WATKINS  
 AD: JIM WATKINS

Address: (Rolling Stone)  
 "Tops" (Rolling Stone)  
 "Don't Stop Believin'" (Journey)  
 "Stayin' Alive" (Bee Gees)  
 "Smiling Faces Sometimes" (The Mamas & The Papas)

### Fresno

209-228-5991

PD: BOB WATKINS  
 AD: JIM WATKINS

Address: (Rolling Stone)  
 "Tops" (Rolling Stone)  
 "Don't Stop Believin'" (Journey)  
 "Stayin' Alive" (Bee Gees)  
 "Smiling Faces Sometimes" (The Mamas & The Papas)







**Jim  
Duncan**

# Country

W4 MARKS DEBUT WITH 4.4

## WWWW Reigns As Country Reins Change Hands In Detroit

It's no longer rare to find a station switching over to a Country format in search of better ratings. It is rare when that station becomes format-dominant in its market "out of the box," rising above the former Country leader in only one book. Last week we profiled one station that accomplished this (KILT-FM/Houston). This week we'll study another big winner in the ratings game, WWWW/Detroit, which rose from a 1.9 to a 4.4 in the Spring, 1981 Arbitron, one full share point ahead of long-time Country chief WCXI.

FM Country 106 (as it's also known) is programmed by former KBZT/San Diego and WEEP/Pittsburgh programmer Dene Hallam, who took over the reins in mid-March. The station actually changed from rock to Country at the end of January, but the Spring book was its first full rating period as a Country facility. Dene explains why he knew from the start that the station would debut big.



Dene Hallam

"The station changed format on my birthday, so I had an astrologer do a chart on this new 'baby' being born, and they said we had enormous success ahead of us. I knew we couldn't lose then since it's a Capricorn! Seriously, the main thing that contributed to our success is hard work. Everyone here is always looking for another angle... what else we can learn, what else we can do to make the station a success. As soon as you pull up the flaps and start coasting, you start to fall. I don't think what we did was a fluke. You can't go from nowhere to No. 2 in the market in your target demo (25-54) without being consistent and involved."

The graph below shows W4's dominance in the 35-44 cell. I asked Dene how he plans to expand upon that to reach more of his target demographic. "I home in on 35-year-old females, who, I hope, will bring the guys

along with them. From there I hope to spill over into the 25-34 and 45-54 demos. 25-54 is traditionally what Country goes for. It's the #1 demo in buys, and that's what we said we were going after. It's easy to get teens to move and people under 25 in general, but once you start getting over 25, it's very hard to motivate people to change their radio station. It's got to be a real superior product, especially in the North where Country isn't as readily accepted.

"Basically I don't consider myself a Country programmer as much as I do an adult programmer. I think there are several ways to get adults to listen to the radio. Oldies/Top 40 is one, but Country is, I think, probably the best way. I made a statement four or five years ago that Country is the MOR of the 80's. I think that's coming true. Country had this honky tonk, beer-drinking image, which to some extent, is still there; but it's a smaller segment

**"I'm trying to get the Western out of Country & Western."**

now. I don't highlight that. Lyrically, country music is putting more emphasis on love than the drinkin' and cheatin' songs of before. Just check the charts. There's a couple of ways I select my oldies... by sound, lyric content, and artist image. We don't play anything real old unless it crossed over, such as a Patsy Cline or a Roy Orbison. I try to stay away from what I call 'twangy' records. I'm trying to get the Western out of Country & Western."

One of the criteria Dene mentioned for oldies selection, artist image, is a device other formats have used with great success. Dene gives some other examples of how artist image is used to WWWW's psychological advantage. "Recently we cosponsored a Mac Davis concert. One of our jocks got out on the stage and said, 'Hey, I know there's a lot of you who probably don't listen to Country radio, but you love Mac Davis. Well, guess



The W4 staff celebrates their format dominance with a bit of the bubbly (and a lot of hangovers the next morning!).

what? You love Country then, because nobody plays more Mac Davis in Detroit than FM Country 106.' It's redefining to the audience that it's all right to listen to Country radio... that country doesn't mean getting drunk and brawling in a bar. You'd be surprised how many people believe that. I'm on a personal crusade to help the country music industry in my own little way. It's done a world of good for me, and I'd like to see it become the biggest there is.

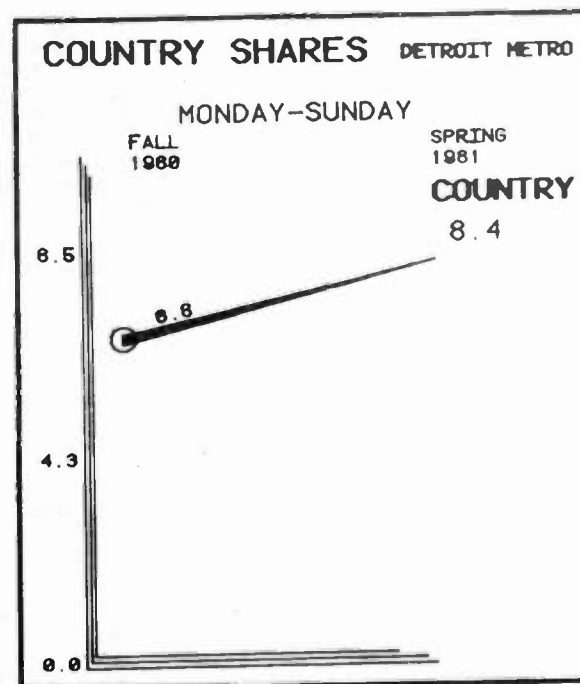
"We feature a lot of live and syndicated concerts. When the jocks talk about all the currents and recurrences, they always mention that it's from an album of some kind. The Oak Ridge Boys' 'Elvira' was a big record for us and the entire country, so when it started to burn out, I went on the album version, which is a little longer. It injected new life into the record and was almost like a brand new hit record for us. Artist identification is a big deal to me because if someone happens to tune into the station, I want them to recognize the artist and the song."

Music, of course, isn't the only thing that most upper demos tune into a radio station for. Most 25-54's are also looking for information and even some personality with their radio. Dene explains how he blends the two into his format without overshadowing the music elements. "It comes down to what your definition of personality is. Personality in radio has come to mean a joke teller or someone who talks a lot. My people are friendly, happy, not too up, not too down, even-sounding most of the time. They're very informative on the music and the artists, as well as dispensing information such as weather and sports; but they are concise. I'm very big on the word concise... I think that airtime is precious, and most times you can say that same thing in less time without changing the meaning. For instance, if you're talking about the weather, you can say 'It's 73' without saying 'It's 73 degrees outside right now.' Who needs it? I'd rather play another record in the time it takes to use all those extra words in an hour.

"Here's my concept of personality radio, such as the old-line MOR's: They all had different cars - a Mercedes, a Chevy, a Ford, a Toyota - contracting out on their radio stations. Then you have other stations, such as some AOR's, where everyone's a Chevy Nova... they all sound alike. At my station everyone has to be a Chevy; but one can be a Corvette, one an Impala, another a Citation, and maybe someone else a Chevette. Each can be his own 'model' but in the framework of a Chevrolet."

**"If someone happens to tune into the station, I want them to recognize the artist and the song."**

Although Dene is justifiably proud of reaching the top Country spot in Detroit so quickly, he is even prouder that, by doing so, his station was instrumental in increasing Country listenership in the market by almost two



percentage points (see accompanying graph). "We've made country music more palatable to a larger audience, and, in doing so, have made country music more popular in the whole Detroit metropolitan area. What we're shooting for more than anything else is to get that country share in Detroit up to a 10 at least. That means that all the stations would benefit. I think it's something good for the good of country, and I love the country music industry."

— Carolyn Parks

AGE WINTER '81 : WWWW

12-17	5.0%
18-24	16.5%
25-34	34.7%
35-44	20.7%
45-54	7.4%
55+	15.7%
12+ TOTAL	12,100

AGE SPRING '81 : WWWW

12-17	6.3%
18-24	8.9%
25-34	11.8%
35-44	39.9%
45-54	20.7%
55+	12.5%
12+ TOTAL	27,100

# Country

## BREAKERS.

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

### OAK RIDGE BOYS Fancy Free (MCA)

On 85% of reporting stations. National Summary: Up 7, Same 26, Down 0, Debuts 22, Adds 37. A Most Added record. R&R Chart: 50-42.

### BARBARA MANDRELL Wish You Were Here (MCA)

On 75% of reporting stations. National Summary: Up 8, Same 22, Down 0, Debuts 21, Adds 30. A Most Added record. R&R Chart: Debut 43.

### FRED KNOBLOCK Memphis (Scotti Bros.)

On 69% of reporting stations. National Summary: Up 28, Same 23, Down 1, Debuts 10, Adds 13. R&R Chart: 48-44.

### DOLLY PARTON The House Of The Rising Sun (RCA)

On 64% of reporting stations. National Summary: Up 21, Same 15, Down 0, Debuts 15, Adds 18. R&R Chart: Debut 45.

### Most Added:

- KENNY ROGERS  
Share Your Love With Me (EMI/Liberty)
- SYLVIA  
Heart On The Mend (RCA)
- OAK RIDGE BOYS  
Fancy Free (MCA)
- BARBARA MANDRELL  
Wish You Were Here (MCA)

### Hottest:

- EDDIE RABBITT  
Step By Step (Elektra)
- CONWAY TWITTY  
Tight-Fittin' Jeans (MCA)
- T.G. SHEPPARD  
Party Time (WB/Curb)
- RONNIE MILSAP  
(There's) No Gettin' Over Me (RCA)
- RONNIE McDOWELL  
Older Women (Epic)
- MICKEY GILLEY  
You Don't Know Me (Epic)

# MOST ACTIVE

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

- ZELLA LEHR "Feedin' The Fire" (Columbia) 68/13**  
National Summary: Up 24, Same 19, Down 0, Debuts 10, Adds 13 including KLZ, KMAK, WPOR, WBAK, KVET, WIRK-FM, WUBE-FM, KLAC 46-38, KBON-AM-FM 4-38, WNYR 4-30, WVVVA 38-34, WIRE 4-30. R&R Chart: Debut 47.
- DEBORAH ALLEN "You (Make Me Wonder Why)" (Capitol) 68/5**  
National Summary: Up 33, Same 18, Down 0, Debuts 12, Adds 5, KFH, KLZ, KWJJ, KRZY, WKSJ-FM, KSO 4-36, WAXX 25-20, WHBF 38-31, KUZZ 43-37, KTRB 34-24, WIXY 20-10, KIXZ 47-35, KHEY 42-32, WLWI-FM 25-18, KRMD-AM-FM 28-22. R&R Chart: Debut 48.
- TAMMY WYNETTE "Crying In The Rain" (Epic) 61/23**  
National Summary: Up 10, Same 15, Down 0, Debuts 13, Adds 23 including WEEP, WBOC-FM, WBAP, WHOO, WSUN, WSLR, WCXI, KRZY, KLZ, WIXY 28-24, WYDE 4-38, WQAM 41-38, WKSJ-FM 48-38, WNRB 38-31, WHK 34-28, KFGO 38-31, KYTE 4-28.
- RANDY PARTON "Shot Full Of Love" (RCA) 61/8**  
National Summary: Up 30, Same 8, Down 2, Debuts 13, Adds 8, WHK, WTSO, KFH, KLZ, KVEG, WPOR, WCOS-FM, WOJK-FM, KWJJ 38-31, KGA 40-28, KIXZ 40-32, WSM 32-27, KWKH 35-28, WIRK-FM 4-27, WIL-AM-FM 4-30, WTHI 35-28.
- HANK WILLIAMS JR. "All My Rowdy Friends (Have Settled Down)" (Elektra/Curb) 60/25**  
National Summary: Up 4, Same 19, Down 0, Debuts 12, Adds 25 including WNYR, WOJK-FM, KWKH, WSUN, WKLM, WAXX, WXCL, KVOO, KKAL, KGA, WSEN 48-38, KIKK-FM 4-40, WLWI-FM 4-25, WHOO 29-18, WFMS-FM 4-33, KCKC 35-21.
- JOHN CONLEE "Miss Emily's Picture" (MCA) 58/17**  
National Summary: Up 12, Same 18, Down 0, Debuts 13, Adds 17 including KIXZ, WBOC-FM, WDAF, KRZY, KUZZ, KWJJ, WQNA-FM, WWCOS-FM, WYDE 38-32, WKSJ-FM 47-38, KSO 4-36, WTSO 34-23, KSSS 31-25, KCKC 32-25, KEEN 37-32, WMZO-FM 4-40, WVVVA 4-38.
- MEL TILLIS "One-Night Fever" (Elektra) 58/22**  
National Summary: Up 7, Same 20, Down 0, Debuts 7, Adds 22 including WBLR, WAXX, KEED, KYTE, KMPS-AM-FM, WWCOS-FM, WPOR, KNOE, WLWI-FM, KWKH, KFGO 35-32, WMZO-FM 40-38, KVET 4-48.
- SONNY CURTIS "Married Women" (Elektra) 53/8**  
National Summary: Up 15, Same 17, Down 0, Debuts 13, Adds 8, WFRK-FM, WKLM, WSAI, WDAF, KFEQ, KWJJ, KEEN, WKYQ, WLWI-FM 4-38, KKYX 43-38, WAXX 4-34, KWMT 38-34, KLAC 47-43, KYTE 4-30, WNYR 4-27.
- KENNY ROGERS "Share Your Love With Me" (EMI/Liberty) 51/49**  
National Summary: Up 0, Same 0, Down 0, Debuts 2, Adds 49 including WEEP, WNYR, WMZO-FM, KVET, WBAP, KIKK-FM, WLWI-FM, WSUN, WMAQ, WSAI, WCXI, WMUS-AM-FM, KEBC-FM, KFEQ, KVEG, KCKC.
- SAMMI SMITH "Sometimes I Cry When I'm Alone" (Sound Factory) 50/5**  
National Summary: Up 27, Same 9, Down 1, Debuts 8, Adds 5, KWJJ, KIDN, WYDE, WIRK-FM, WKKN, KUZZ 22-18, KMPS-AM-FM 22-17, KGA 33-23, WVAM 27-20, KIXZ 38-33, KHEY 48-38, KRMD-AM-FM 21-17, KWKH 40-32, WBAI 38-34, WUBE-FM 38-32, WIRE 27-22, WXCL 42-33.
- DIANA "He's The Fire" (Sunbird) 50/5**  
National Summary: Up 28, Same 8, Down 0, Debuts 11, Adds 6, WITL-FM, KFH, KIDN, KBON-AM-FM, WPOR, KWMT 40-38, WHBF 48-41, KEED 38-33, WIXY 32-28, KIXZ 31-23, KHEY 38-27, WKSJ-FM 23-18, KWKH 34-28.
- SYLVIA "Heart On The Mend" (RCA) 43/40**  
National Summary: Up 0, Same 2, Down 0, Debuts 0, Adds 40 including WYDE, WOJK-FM, KLRA, WSM, WIRK-FM, WBAI, WCXI, WFRM-FM, KEBC-FM, KFEQ, KVEG, KNIX-FM, KYTE, KEEN, WCAW, WMZO-FM.
- DAVE ROWLAND & SUGAR "The Pleasure's All Mine" (Elektra) 42/10**  
National Summary: Up 13, Same 10, Down 0, Debuts 8, Adds 18, WBLR, WGE, WITL-FM, WHBF, KICD-FM, WBOC-FM, WKSJ-FM, WHOO, WYRK-FM, WKLM, KSO 37-38, WIL-AM-FM 4-28, WBGW-FM 41-38, KYXX 4-41, KKYX 47-38.
- CON HUNLEY "She's Steppin' Out" (WB) 38/10**  
National Summary: Up 8, Same 18, Down 0, Debuts 8, Adds 18, WNRB, WFMS-FM, WXCL, KSSS, KEEN, WBGW-FM, WGTO, KHEY, WQK-FM, WMC-AM, WTSO 37-38, KMPS-AM-FM 4-28, WYDE 40-34, WKSJ-FM 4-43, KRMD-AM-FM 48-41.
- TENNESSEE EXPRESS "Big Like A River" (RCA) 38/2**  
National Summary: Up 28, Same 12, Down 0, Debuts 8, Adds 2, KWJJ, WITL-FM, KSSS 47-41, WQNA-FM 38-34, WVVVA 48-38, KDZ 42-38, KHEY 68-41, WKSJ-FM 32-23, KWKH 27-28, KFGO 31-28, KWMT 28-31, KFH 25-31.
- BOBBY SMITH "Just Enough Love (For One Woman)" (EMI/Liberty) 28/5**  
National Summary: Up 12, Same 18, Down 0, Debuts 8, Adds 8, KUZZ, WBOC-FM, WBAP, WAXX, WTSO, KYTE, KVET 68-43, WLWI-FM 4-38, WSM 48-38, KRMD-AM-FM 44-37, WBLR 33-28, WKKN 38-38, KUZZ 34-28.

# Radio & Records NATIONAL AIRPLAY/50

## September 4, 1981

THREE WEEKS	TWO WEEKS	LAST WEEK		
6	4	3	1	MICKEY GILLEY/You Don't Know Me (Epic)
5	3	2	2	DON WILLIAMS/Miracles (MCA)
9	7	4	3	CONWAY TWITTY/Tight-Fittin' Jeans (MCA)
12	8	6	4	T.G. SHEPPARD/Party Time (WB/Curb)
7	5	5	5	RONNIE McDOWELL/Older Women (Epic)
2	1	1	6	RONNIE MILSAP/(There's) No Gettin' Over Me (RCA)
20	15	7	7	EDDIE RABBITT/Step By Step (Elektra)
21	19	14	8	LACY J. DALTON/Takin' It Easy (Columbia)
28	22	18	9	MEL McDANIEL/Right In The Palm Of Your Hand (Capitol)
30	24	19	10	LEON EVERETTE/Hurricane (RCA)
23	21	16	11	RAZZY BAILEY/Midnight Hauler (RCA)
36	25	22	12	ED BRUCE/Everything's A Waltz (MCA)
27	23	21	13	REBA McENTIRE/Today All Over Again (Mercury/PolyGram)
33	26	23	14	JANIE FRICKE/I'll Need Someone To Hold Me... (Columbia)
22	20	17	15	DOTTIE WEST/(I'm Gonna) Put You Back On The... (EMI/Liberty)
15	13	11	16	BILLY "CRASH" CRADDOCK/I Just Need You For Tonight (Capitol)
19	18	12	17	JOHN DENVER/Some Days Are Diamonds... (RCA)
3	6	8	18	STATLER BROTHERS/Don't Wait On Me (Mercury/PolyGram)
14	10	10	19	KIERAN KANE/You're The Best (Elektra)
16	14	13	20	ANNE MURRAY/We Don't Have To Hold Out (Capitol)
38	33	28	21	MOE BANDY & JOE STAMPLEY/Honky Tonk Queen (Columbia)
43	39	34	22	CHARLEY PRIDE/Never Been So Loved (In All My Life) (RCA)
42	34	30	23	RAY PRICE/It Don't Hurt Me Half As Bad (Dimension)
41	36	32	24	BILLY SWAN/I'm Into Lovin' You (Epic)
37	29	26	25	BOBBY GOLDSBORO/Love Ain't Never Hurt Nobody (Curb/CBS)
1	2	9	26	KENNY ROGERS/I Don't Need You (EMI/Liberty)
44	37	31	27	WILLIE NELSON/I'm Gonna Sit Right Down... (Columbia)
10	9	15	28	DAVID FRIZZELL & SHELLY WEST/A Texas State Of Mind (WB)
40	38	33	29	JOHN ANDERSON/I Love You A Thousand Ways (WB)
45	40	36	30	GLEN CAMPBELL/I Love My Truck (Mirage)
34	27	25	31	MEL TILLIS & NANCY SINATRA/Texas Cowboy Night (Elektra)
11	11	20	32	JOHN SCHNEIDER/It's Now Or Never (Scotti Bros.)
-	50	38	33	CHARLY McCLAIN/Sleepin' With The Radio On (Epic)
48	44	36	34	TOM JONES/What In The World's Come... (Mercury/PolyGram)
-	45	43	35	GAIL DAVIES/Grandma's Song (WB)
-	-	44	36	BURRITO BROTHERS/She Belongs To Everyone But Me (Curb)
47	48	40	37	B.J. THOMAS/I Recall A Gypsy Woman (MCA)
13	18	24	38	JUICE NEWTON/Queen Of Hearts (Capitol)
4	12	27	39	MERLE HAGGARD/Rainbow Stew (MCA)
-	-	45	40	KENDALLS/Teach Me To Cheat (Mercury/PolyGram)
-	-	46	41	ROSANNE CASH/My Baby Thinks He's A Train (Columbia)
-	-	50	42	OAK RIDGE BOYS/Fancy Free (MCA)
-	-	48	43	BARBARA MANDRELL/Wish You Were Here (MCA)
-	-	48	44	FRED KNOBLOCK/Memphis (Scotti Bros.)
-	-	45	45	DOLLY PARTON/The House Of The Rising Sun (RCA)
-	-	47	46	JOHNNY RODRIGUEZ/Trying Not To Love You (Epic)
-	-	47	47	ZELLA LEHR/Feedin' The Fire (Columbia)
-	-	49	48	DEBORAH ALLEN/You (Make Me Wonder Why) (Capitol)
-	-	49	49	BOBBY BARE/Take Me As I Am (Or Let Me Go) (Columbia)
8	17	29	50	CONWAY TWITTY & LORETTA LYNN/I StH Believe In... (MCA)

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.

- KIN VASSY "Sneakin' Around" (EMI/Liberty) 38/4**  
National Summary: Up 12, Same 15, Down 0, Debuts 7, Adds 4, WCXI, WXCL, KRDR, KGA, WNRB 34-30, KFEQ 42-33, KUZZ 38-33, WSEN 48-44, WYDE 27-22, WLWI-FM 38-34, KRMD-AM-FM 42-38.
- RICKY SKAGGS "You May See Me Walkin'" (Epic) 35/27**  
National Summary: Up 0, Same 8, Down 0, Debuts 0, Adds 27 including KNIX-FM, KEEN, KGA, WQNA-FM, KRRV, WGTO, WMC-AM, WSM, KWKH, WUBE-FM, WAXX, KEBC-FM, KFEQ.
- CORBIN-HANNER BAND "Livin' The Good Life" (A&A) 34/5**  
National Summary: Up 18, Same 9, Down 1, Debuts 4, Adds 6, KUZZ, KWJJ, KIXZ, KLRA, WAXX, KEED 43-38, KGA 4-38, WEEP 25-19, WKSJ-FM 41-35, WBAM 25-23, KRMD-AM-FM 41-38, WITL-FM 38-28.
- ANNE MURRAY "It's All I Can Do" (Capitol) 30/26**  
National Summary: Up 1, Same 2, Down 0, Debuts 0, Adds 28 including WMZO-FM, WBAP, WQAM, WLWI-FM, WHOO, KRMD-AM-FM, WSLR, WHK, WITL-FM, KUZZ, KMAK, KVEG, KNIX-FM.

## Others Getting Significant Action

- SUSIE ALLANSON "Love Is Knockin' At My Door" (Capitol) 28/12**  
National Summary: Up 0, Same 13, Down 0, Debuts 1, Adds 12, WWCOS-FM, WPOR, WVMI, WYDE, WLWI-FM, KKYX, WBAI, WHK, KSO, WITL-FM, KSSS, KGA.
- DAVID FRIZZELL "Lefty" (WB) 22/6**  
National Summary: Up 4, Same 11, Down 0, Debuts 2, Adds 8, WBGW-FM, WBAM, WLVA-FM, WSM, WOJK-FM, WKUN, WKSJ-FM 48-37, KRMD-AM-FM 80-43, KWMT 48-43, KKAL 43-37.
- GEORGE STRAIT "Down And Out" (MCA) 22/20**  
National Summary: Up 0, Same 1, Down 1, Debuts 0, Adds 20 including WVAM, KVET, WYDE, KIKK-FM, WIRK-FM, WCXI, KFGO, KEBC-FM, KUZZ, KSSS, KMPS-AM-FM.
- TERRY GREGORY "Cinderella" (Handshake) 22/3**  
National Summary: Up 6, Same 9, Down 0, Debuts 4, Adds 3, WKSJ-FM, KEED, KGA, WIXL-FM 48-41, KVET 44-38, KKYX 48-48, WSLR 4-38, KKAL 38-38.
- DON KING "The Closer You Get" (Epic) 18/11**  
National Summary: Up 0, Same 7, Down 0, Debuts 1, Adds 11, WVAM, WBGW-FM, WYDE, KRMD-AM-FM, WNRB, WIRE, KICD-FM, KVOO, KSSS, KEED, KTOM.
- BILLY PARKER "I'll Drink To That" (Soundwaves) 17/2**  
National Summary: Up 3, Same 12, Down 0, Debuts 0, Adds 2, WYDE, WBAM, KWMT 80-40, KEBC-FM 48-48, KEED 47-43.
- DEL REEVES "Slow Hand" (Kosmo) 15/7**  
National Summary: Up 3, Same 3, Down 0, Debuts 2, Adds 7, WIXL-FM, WGTO, KKYX, WIRK-FM, KWMT, WKKN, KEED, KVET 40-34, WLWI-FM 31-21, KEBC-FM 48-34.
- RANDY BARLOW "Try Me" (Paid) 13/12**  
National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 12, WVAM, WBGW-FM, KHEY, WLWI-FM, WSM, KRMD-AM-FM, KSO, WAXX, WKKN, KVOO, KSSS, KGA.
- DOTTIE WEST "Once You Were Mine" (RCA) 12/3**  
National Summary: Up 8, Same 6, Down 0, Debuts 0, Adds 1, WWCOS-FM, KYXX, KEEN, Or: KFGO, KVOO, KNIX-FM, KGA.
- FREDDIE HART "You Were There" (Sunbird) 11/8**  
National Summary: Up 2, Same 2, Down 0, Debuts 8, Adds 6, WGTO, KHEY, KKYX, WAXX, WHBF, KGA, WQNA-FM 48-41, WDEL-FM 48-38.



# Three Ways to Stay On Top of The Country

**Susie Allanson**

**"Hearts (Our Hearts)"**

Produced by Michael Lloyd

BB 68 RW 69 CB 69

**"OTHERS" - R&R**

**CURE**  
RECORDS



**Cristy Lane**

**"Cheatin's Still On My Mind"**

Coming September 7th  
Produced by Lee Stoller

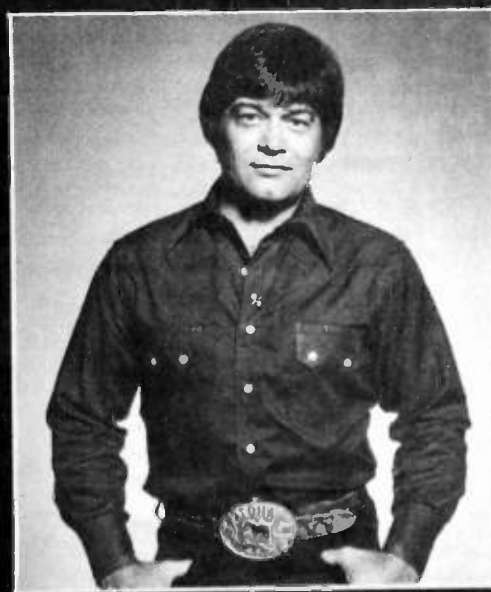
**Bobby Smith**

**"Just Enough Love"**

Produced by Bob Montgomery

BB 43 RW 48 CB 49

**"NEW & ACTIVE" - R&R**



**ON LIBERTY RECORDS**

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# Country Pictures



**COUNTRY COOKERS** — A television set was the top prize in the recent WOKK/Meridian, MS "Rainbow Stew Recipe" contest. The ten runner-up winners took home copies of Merle Haggard's MCA album "Live At Anaheim Stadium," featuring the recording "Rainbow Stew." Morning personality Ken Rainey is seen with winner Frances Neal, and Anne Cherry and Keith Ballard of the WOKK morning team, "Rainey & Company."



**WAGON WINNER** — KSON/San Diego and the KSON Cowboy have been giving away money to the drivers of vehicles displaying official KSON bumper stickers. During a recent trip through San Diego's Lakeside area, the KSON Cowboy (in the KSON Cowboy Cadillac, a pickup truck) spotted a bumper sticker on a little red wagon. Mr. & Mrs. Brothers and their two children were stopped and awarded a one-hundred dollar bill. Pictured are the aforementioned cowboy and the winning family.



**HAM HAPPENING** — WBCS/Milwaukee invited listeners to name the Wisconsin State Fair's new pig character. The winning entry was "Willy B. Bacon," frying other entries like: "Sir Grunts Alot" and "Pig Floyd." Pictured at the unveiling of the new Swine Barn at the fair are (l-r) WBCS PD Pat Martin; Dick & Ellen, WBCS's morning team; "Willy B. Bacon," and winner Linda Gaines. Describing the ceremonies, PD Martin told R&R, "It was a real PIG out!"



## Biff Collie Inside Nashville

**TAKE ONE:** Johnny Cash missed the Hank Snow Child Abuse benefit at the Opry House because he was in the hospital at the Mayo Clinic with more ulcer trouble, I hear... (Hank's benefit raised over \$20,000 and a building to house the foundation's training center and crisis nursery.) Hank Snow was a victim of child abuse; at 12 he ran away from his Nova Scotia home to escape it, hence his personal concern for this frightening blight on American family life which we tried to ignore for so long... The Statler Bros. will soon have their own (first) TV special. It'll be syndicated by Jim Owens Productions here, in conjunction with Multi-Media, which owns Music City News, TV channel 17 here, and just bought Show-Biz, now the largest Country TV syndicating conglomerate around... Burt Reynolds has added another \$100,000 worth of paintings and art to his new \$300,000 customized bus (the creation of steel guitar star and manufacturer Shot Jackson's son David). Burt'll use the bus as an on-location dressing room for his movie work... Bobby Fischer and Joe Lucas celebrated the first anniversary of Fischer & Lucas Inc., their successful national promotion and distribution company here... Darlene Austin, the good-looking, super-singing thrush whose vast Opryland and nightclub background makes her a seasoned pro, teamed with heavyweight writers Rory Bourke and Charlie Black for her formal record-breaking debut.

**TAKE TWO:** Charlie Rich received the 1981 Memphis State University Distinguished Achievement Award. He's the third to be so honored. Sam Phillips, whose Sun Records introduced Elvis Presley to the world, and Jerry Lee Lewis are past recipients... That five-panel oil mural, entitled "History Of The Grand Ole Opry," which Mitch Torok painted, took one year to complete. It consists of four 7 1/2' x 18' panels, with the "Hillbilly Heaven" middle panel measuring 10' x 20'. The entire oil-on-canvas mural will be 92' long when hung and displayed at the old Ryman Auditorium, which was the home of the Opry from 1941 to 1974... Rex Allen, Jr.'s new record producer is Snuff Garrett, who most recently discovered David Frizzell and Shelley West... Sami Jo Cole's new Elektra single is being produced jointly by Dixie Gamble-Bowen and Jimmy Bowen. The latter is also producing Joe Sun's newest offering for Elektra... That new album just completed by Floyd Tillman (one of this year's five final Hall of Fame nominees) at Gilley's Studio in Pasadena, featuring Willie Nelson, Merle Haggard, Mickey Gilley, and Johnny Lee, was produced by instrumental giant Johnny Gimble.

**PRINT IT!** Crystal Gayle the subject of a Chet Flippo story in the October issue of Playboy magazine. She's at the MGM Grand in Vegas this week... George Jones's 50th birthday coincides with an upcoming cover story in People magazine on "The Possum"... A Merle Haggard "Personality Profile" in the September issue of Esquire magazine... A December feature in Penthouse has excerpts from Merle's forthcoming book, "Send Me Back Home," due out in early '82... Tammy Wynette & George Richey (her husband) are the subject of an imminent feature in Cosmopolitan magazine, and Rosanne Cash did interviews for the fall issues of Songwriter and Life magazine.

**CRIME ON MUSIC ROW:** The workplace of those who deal in dreams faces a real world fear of burglary, vandalism and personal assault. Hardly a week goes by without a break-in or two, and some factors make Music Row employees more vulnerable than most. The well-kept buildings and plush offices are an oasis of affluence in the middle of housing projects and

run-down areas approaching ghetto status. Some studios have taken on the appearance of armed camps, with fences, alarm systems, and electronic identification devices on locked doors to try to combat the threat of crime. One incident recently took place in the parking garage of the United Artists Tower, which is accessible, day or night, only with a company-issued key. Even the men are carrying mace for self-protection, and nobody wants to work at night down there anymore for fear of being mugged and robbed when leaving for home. This incident shocks one from the romantic dreams of fantasy created here into the frightening reality that, unless law enforcement, local government and our justice system act soon, the dreams of Music Row, yes, even of America, may become a nightmare.

**BULLETIN BOARD:** The Country Radio Seminar Board of Directors meets this weekend (September 11-12) in tandem with the 1982 Agenda Committee to firm next spring's plans for the future... Charlie Daniels and Nashville Mayor Richard Fulton applauded the format opening of a new 500,000 square-foot smokeless tobacco plant here, for different reasons. Fulton's excited about the cash-flow for the city; Daniels dips!... Country radio personality Ralph Emery had minor surgery at Parkview Hospital... If you miss Ed Bruce on the new "Maverick" TV series this fall, you can catch him on the AC-Delco commercials



during NCAA football games. Ed is shown here getting made up by Bluebird Productions's Bob Jermain prior to shooting, which was all done on location in Bishop, CA. He will also be recording a series of radio spots for the company, which will air nationally this fall... Ronnie McDowell's song about "Older Women" is not getting him any bookings on TV shows hosted by women. (Nobody wants to be called "old" or even "older"!)

About that, Tom T. Hall says: "I don't know about older women being better lovers, but they're sure easier to catch!"... Jimmy C. Newman celebrated his 25th anniversary on the Opry and his 50th birthday Saturday night with a party on stage.

**LEFTOVERS:** The Post-Awards Cocktail Party following the CMA TV special awards live affair will host 2500 invited guests, and Mary (Mrs. Jim) Reeves Davis, chairman of the arrangements, says this one will be bigger than ever. The live post-awards network radio show will follow the radio-TV simulcast.

"A WINNER," Billy Bob Bowman says, "is a loser who didn't give up!"

### Coors Country News

This Week's Guest:  
**Johnny Lee**

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







# Regional Adds & Hots

EAST		MIDWEST		SOUTH		WEST	
<b>MOST ADDED</b>	<b>HOTTEST</b>	<b>MOST ADDED</b>	<b>HOTTEST</b>	<b>MOST ADDED</b>	<b>HOTTEST</b>	<b>MOST ADDED</b>	<b>HOTTEST</b>
Kenny Rogers (EMU/Liberty) Oak Ridge Boys (MCA) Dolly Parton (RCA) Byrds (RCA)	Eddie Rabbit (Elektra) T.G. Sheppard (WB/Curb) Ronnie Milzap (RCA) Mickey Gilley (Epic)	Kenny Rogers (EMU/Liberty) Oak Ridge Boys (MCA) Barbara Mandrell (MCA) Byrds (RCA) Ricky Skaggs (Epic)	Conway Twitty (MCA) Ronnie Mc Dowell (Epic) Mickey Gilley (Epic) Charley Pride (RCA)	Kenny Rogers (EMU/Liberty) Ricky Skaggs (Epic) Byrds (RCA)	Conway Twitty (MCA) Eddie Rabbit (Elektra) Ronnie Milzap (RCA) T.G. Sheppard (WB/Curb)	Byrds (RCA) Kenny Rogers (EMU/Liberty)	Eddie Rabbit (Elektra) Don Williams (MCA) Conway Twitty (MCA)

EAST		MIDWEST		SOUTH		WEST	
<b>WQNA-FM</b> Albany, NY	<b>WOKR</b> Denver, NH	<b>WFOR</b> Portland, ME	<b>WBLR</b> Albany, OH	<b>WUOE-FM</b> Cincinnati, OH	<b>KFGO</b> Fargo, ND	<b>WTLN-FM</b> Lansing, MI	<b>WXCL</b> Peoria, IL
JOHN COBLE TAMMY WYETTE DAVID ALLAN COE SILVIA T.G. SHEPPARD DAVID FRIZZELL JOHN DENVER CHARLEY PRIDE EDDIE RABBIT	KENNY ROGERS DOLLY PARTON ANDY HURRAY CHARLY MC CLAIN TAMMY WYETTE RONNIE MILSAP MICKEY GILLEY KERRY ROGERS RICKY SKAGGS DAVID FRIZZELL JOHN DENVER EDDIE RABBIT	CHARLEY PRIDE GAIL DAVIDS RAY PRICE BOBBY BARE TOM JONES RANDY PARTON DIANA BARBARA MANDRELL OAK RIDGE BOYS ZELLA LEHR LACI J. DALTON TAMMY WYETTE JOHN ANDERSON BOBBY SMITH	DAVE ROWLAND/SUGAR RICKY SKAGGS KENNY ROGERS ANNE MURRAY TAMMY WYETTE MEL TILLIS CONWAY TWITTY LACI J. DALTON JOHN DENVER JOHN ANDERSON BOBBY SMITH	KENDALLS FRED KNOBLOCK ROSANNE CASH ZELLA LEHR OAK RIDGE BOYS BARBARA MANDRELL RICKY SKAGGS CONWAY TWITTY LACI J. DALTON JOHN DENVER BOBBY GOLDSPORO	RICKY SKAGGS KENNY ROGERS ANNE MURRAY SILVIA GEORGE STRAIT MICKY GILLEY CONWAY TWITTY DAVE ROWLAND/SUGAR BARBARA MANDRELL SUSIE ALLANSON TAMMY WYETTE RONNIE MC DOWELL MICKEY GILLEY T.G. SHEPPARD	KENNY ROGERS ANNE MURRAY TAMMY WYETTE MEL TILLIS CONWAY TWITTY LACI J. DALTON JOHN DENVER BOBBY GOLDSPORO	RICKY SKAGGS KENNY ROGERS ANNE MURRAY SILVIA GEORGE STRAIT MICKY GILLEY CONWAY TWITTY DAVE ROWLAND/SUGAR BARBARA MANDRELL SUSIE ALLANSON TAMMY WYETTE RONNIE MC DOWELL MICKEY GILLEY T.G. SHEPPARD
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**NUMBER OF REPORTING STATIONS THIS WEEK: 108**

**Hottest Tracks:**  
 "Barly In The Mornin'" - EDDIE RABBIT (Elektra)  
 "Lettin' You In On A Feelin'" - (Mercury/PG)  
 "T'm Lettin' You In On A Feelin'"  
 REBA MCENTIRE - Heart To Heart - (Mercury/PG) "Ease The Fever" "Only You (And You Alone)" "Incubally Blue"  
 BARBARA MANDRELL - Barbara Mandrell "Live" (MCA) "Unsung Heroes" "She's Out There Dancin' Alone"  
 RONNIE MILSAP - There's No Gettin' Over Me - (RCA) "I Wouldn't Have Missed It For The World" "It's All I Can Do" "Jesus Is Your Ticket To Heaven" "Two Hearts Don't Always Make A Pair" "Everywhere I Turn (There's Your Memory)"  
 OAK RIDGE BOYS - Fancy Free - (MCA) "When Love Calls You" "She's Gone To LA. Again" "I Would Crawl All The Way To The River"  
 EDDIE RABBIT - Step By Step - (Elektra) "Barly In The Mornin'" "Dim Dim The Lights" "Rivers"  
 KENNY ROGERS - Share Your Love - (EMU/Liberty) "So In Love With You" "Blame Of Glory" "Through The Years" "Grey Beard" "Goin' Back To Alabama"  
 TANYA TUCKER - Should I Do It - (MCA) "Rodeo Girls"

**CONWAY TWITTY - Mr. T. - (MCA) "Red Neckin' Love Makin' Night" "I'm Already Taken"**  
**DON WILLIAMS - Especially For You - (MCA) "Fareweather Friends" "I Needed You" "Especially You" "Lord, I Hope This Day Is Good" "I Don't Want To Love You"**  
**HANK WILLIAMS JR. - The Pressure Is On - (Elektra/Curb) "Tennessee Stud" "The Pressure Is On" "Rembin' In My Shoes" "Ballad Of Hank Williams" "A Country Boy Can Survive" "I Don't Care If Tomorrow Never Comes"**

**Most Requested:**  
 CONWAY TWITTY "Tight-Fittin' Jeans" (MCA)  
 RONNIE McDOWELL "Older Women" (Epic)  
 EDDIE RABBIT "Step By Step" (Elektra)  
 RONNIE MILSAP "(There's) No Gettin' Over..." (RCA)  
 T.G. SHEPPARD "Party Time" (WB/Curb)  
 MICKEY GILLEY "You Don't Know Me" (Epic)



Jeff Green

# Adult/Contemporary

**BRINGING STABILITY TO YOUR STATION, YOUR STAFF, YOURSELF**

## Finding A Station To Call "Home"

If one thing can be said about the broadcasting business, it's that you never know what's going to happen next. The truth about job stability in radio is that there is none.

Or is there? There are a few who have learned through experience how stability can provide as many rewards as the perennial exodus from market to (it's hoped) larger market.

One such individual is Dan Armstrong, Operations Director at KOY/Phoenix. For over thirteen years, Dan has been an institutional part of an institutional radio station.

In this conversation, Dan discussed employment stability from three perspectives: as manager, as operations director, and as employee.

### Creating A Longevity Climate

Dan started by offering his views on what cultivates long-term employment. "It's a combination of things. First, it's the operation itself. We've had very few management changes here. Since I arrived, there have been only three general managers. That, of course, helps to solidify a station and its staff because the station basically takes the feel of the general manager. Our current GM, Gary Edens, has made several very big moves of his own within this company. Our Program Director, Nat Stevens, is, in my opinion, one of the finest PD's in the country. Good management is essential, and we're fortunate to have a nucleus of good people, from the top to the personalities to the people behind the scenes.

"As far as the working climate is concerned, KOY makes every effort to support our creativity. How many radio jobs are there in this country where you can get up in the morning and actually look forward to going to work? The people I work with are enjoyable and professional, and the atmosphere is friendly. We're always thinking positively about how we can make things better. We all love living in this area and we bring that feeling into the radio station."

### Living Environment Is Key Factor

Dan believes that the external environment has as much to do with creating employment longevity as the position itself. "Try to find an area that you really like living in. Several years ago, when I moved from San Diego to Kansas City, I became convinced that there is no place in the country like the Southwest. Now I'm in the part of the country I really enjoy. From moving around I also learned that money isn't everything. Above all, you've got to enjoy where you live. I love Phoenix - it's a Shangri-La here. A lot of people who leave come back here sooner or later.

"I love to play softball, and about ten years ago I put together our 'Marauders' softball team. We play all year 'round. There aren't many places you can do that. It's had a big effect on me, because doing things outside the station I enjoy is very important.

"However, these things probably mean nothing to a

career person in radio who's always looking to bigger and better opportunities and is willing to move frequently on the way up."

When asked to give his advice to young PD's and personalities on when to consider a move, Dan recommended, "It's time to move on when you feel like you've accomplished what you came there to do, and find yourself looking to do more.

"It used to be that if you'd been in one place for a long time, it'd be very beneficial when it was time to make a change. You were a guy who didn't move around and, in turn, would be an important addition to any station that wanted you. Now it doesn't seem to make a difference. There are some people who've moved every six months and now hold key positions nationally.

"You can't say that a person who has worked in fifteen markets knows radio any better than someone who's spent the same time all in one place. One market is like any other in the sense that you're going to be competing with those stations at that time, not as they were five years ago. It only matters what the situation is right now.

## DAN ARMSTRONG



**"Let the air talents know that the management team and the station as a whole is interested in their visibility, through newspapers, billboards or TV spots."**

"I'll give you an interesting twist: a record promotion friend told me once that he had recommended me for a job in another city. My friend told the GM about my abilities and that I'd been at KOY for over 13 years. The manager then asked, 'What's wrong with him?' Right there, he had felt there must have been something wrong with me, because I had stayed in one place for a long time, without really knowing my reasons. If you're a PD seeking to hire someone, look behind the situation. As long as the reasons are good, I don't think anyone can stay in one place 'too long' or 'too short' a period of time."

### Developing A Stable Staff

While discussing management methodology for a stable, longterm air staff, Dan said, "You have to have some incentives, little bonuses or benefits, with a good place to work as well. We have very modern facilities at KOY, and since I've been here, the station has been remodeled a number of times. A good working environment should be bright, not depressing. There should be some windows to provide natural light. So many radio stations you walk into look like the woodshed of some outback cabin!

"Promoting the staff outside the station is also important. Let the air talents know that the management team and the station as a whole is interested in their visibility, through newspapers, billboards, or TV spots. Without good outside exposure, the public may never find out your station even exists, and your jocks will never be discovered except by accidental tuning.

"A station that lacks staff morale and suffers from heavy turnover, a poor reputation, and weak ratings can probably only reverse this negative trend with a new general manager. There are so many situations where GM's hire PD's to be "me-too'-type guys. Unfortunately, they aren't allowed to do what they were hired for. I think a good general manager knows and agrees with the direction the PD is taking when he hires him and then supports him fully by giving him control over what he does best - programming."

### Reviewing Prospective Employees

Dan maintains a very interesting perspective regarding potential employees that may simply want to use KOY as a stepping stone to a better job. Does that influence his decision whether or not to hire that person? "Not really," said Dan. "When an individual walks into the station, he may be thinking at that moment, 'Hey, I'll use KOY as a bridge to L.A.' But once he starts working here and finds that this is one of the finest radio stations in the nation and that things are done here a little differently than at his previous job, he may start to get a feeling of being at 'home,' a stronger sense of security. It can change his attitude to 'Gee, I could go to L.A. and get blown out in six months, or I can stay here, live in a nice home in a nice area. Hmmmm - maybe I'll stay here.'"

## Progress

Lew Blatte moves up from account executive to Manager/Marketing & Sales Development at WYNY-FM/New York. Maria Greenberg is the new Music Coordinator, formerly MD at WNEW-AM/New York. Paul Thorne has been promoted from MD at KUGN-FM/Eugene, OR to Program Director for KUGN-AM. Former AM PD Jack Fleming will stay to do afternoon drive. Steve Morse steps up from MD to Program Director at KWOS/Jefferson City, MO. Dan Turner takes the MD slot, moving from Promotion Director. Charlie Kirk has been promoted from PD to Program Director at KMED/Medford, OR. Current lineup at KYUU/San Francisco: Don Bleu/Gil Haar 5:30-10am, Jack Friday 10am-3pm, Tom Parker/Vickie Jenkins 3-7pm, Steve Kane 7-midnight, Stefan Ponck midnight-5:30. Tom Eshbaugh has been named Advertising and Promotion Manager at WCFL/Chicago. Tom came from a similar post with KSFY/San Francisco. Clint Jones has been appointed air traffic/news reporter at KOMO/Seattle. Clint comes from KCMR-KPAM/Seattle. Joining KDKA/Pittsburgh as news reporter/anchor is Barbara Ann Boylan, from WKTQ/Pittsburgh as reporter/host/producer. WGSM/Long Island has upped its power from 5kw to 25kw, immediately increasing its potential listeners by 1 million. Current lineup at KFRE/Fresno: Mike Webb 6-10am, Dan Spears 10am-2pm, Kathi O'Shea 2-7pm, Erik Garcia 7-midnight, Kevin Barrett midnight-6, Ron McCary and Bill Thomas on weekends. Paul Arca, former AM drive/Production Director at KASH/Eugene, OR, is the new 7-midnight personality at KSD-FM/St. Louis. Khrist Favor has left his MD post at WIBW/Topeka for airshifts at KOMA/Oklahoma City. John Gordon, sports-talk host on WTVN/Columbus, OH is the new Sports Director at WTVN-TV. KIIQ/Colorado Springs scored five awards to win the local press association radio competition for the second straight year. News Director Susan Levin won four of them. Scott Shores is the new Music Director at KWKN/Wichita, KS. He keeps his afternoon drive shift.

## OUTCUE

### It's The Spirit That Counts

Thousands of people turned out to witness and participate in the KAKZ/Wichita "River Festival Tug O' War." Despite the rain, everyone had a good time - everyone except the KAKZ team. They preserved their record intact by losing in the shortest time for the second straight year.

No one turned out for the Portland, OR "W-A-G-O-B-A-R-B" (We All Gave Our Best For The ARB), a picnic by and for all the Portland/Vancouver area radio stations. Why? It was rained out.



# Now This,

A/C

BREAKERS

**AL JARREAU**

**We're In This Love Together (WB)**

61% of our reporters on it. Rotations: Heavy 13/1, Medium 45/4, Light 11/6, Extra Adds 1, Total Adds 12, WBEN, WWWE, WNDB, WSJS, WFDF, KAKZ, WGIR, WYMC, WSGW, WBOW, KOLO, KRKK. Moves 26-23 on A/C chart.

## In Addition To All This



### AVERAGE MOVE +4

WABC add 11  
 WKTU add  
 WBEN-FM 17-12  
 WCAO 29-24  
 WROR add 24  
 WXKS-FM 22-17  
 WPGC 27-24  
 KRLY deb 24  
 Z93 25-18  
 94Q 26-22  
 Y100 22-17  
 Q105 25-20  
 WCKX 12-11  
 WGCL add  
 WZUU add  
 CKLW 22  
 KEARTH add  
 KFI add  
 KIQQ 26-22  
 KFRC add  
 KJR 18-14  
 KYYX on  
 KPLZ 24-20  
 B104 14-11  
 WFBR 27-25  
 KC101 30-27  
 WICC deb 29  
 Q106 add  
 WHYN deb 25  
 14Q add 27  
 WKEE 40-36  
 KLAZ 33-29

KFMK deb 29  
 KSET-FM 14-12  
 KELP 37-31  
 KINT add  
 KHFI 18-14  
 WTIK add  
 B97 add  
 KEEL add  
 KQ94 on  
 WJDX 17-10  
 KXX106 14-10  
 WERC deb 26  
 WSGN deb 25  
 G100 26  
 WAAY deb 30  
 WAXY 22-17  
 Y103 add 40  
 BJ105 on  
 WBBQ deb 29  
 FM100 deb 23  
 WHBQ on  
 WMAK-FM 22  
 WOKI 34-30  
 WRJZ add  
 WNOX 18-15  
 WBCY 16-14  
 WAYS 28-21  
 WVLC 25-22  
 WVIC 38-29  
 WAKX on  
 KIOA on  
 WISM add 30

WIKS on  
 KYNO-FM 20-16  
 KIOY 24-20  
 FM102 24-21  
 KGGI ra  
 KJRB 21-17  
 KNBQ on  
 KTAC 27-23  
 KCPX add  
 WJBQ 6-6  
 WLAM 14-12  
 WTSN add  
 WHEB deb 28  
 13FEA 29-26  
 WFBG add  
 WCIR on  
 WHHY on  
 95SGF 30-22  
 WFOX on  
 WCGQ on  
 WFLB 19-17  
 WXLK 15-12  
 FM99 17-14  
 KSEL add  
 KVOL 30-26  
 KKXL on  
 KKLS on  
 WTRU on  
 KENI deb 40  
 KQDI add  
 KYA 30-26  
 KRLC 30-28  
 KBOZ deb 27

# AL JARREAU

## “We're In This Love Together”

Produced by Jay Graydon

Direction:  
Patrick Raines & Associates



ON WARNER BROS. RECORDS

# A/C

## BREAKERS

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

### DAN FOGELBERG

#### Hard To Say (Full Moon/Epic)

75% of our reporters on it. Rotations: Heavy 11/1, Medium 50/11, Light 24/10, Extra Adds 1, Total Adds 23, WASH, KHOU, KPPL, KEX, KFMB, KING, WELI, WHEN, WSBA, WTAR, WPTF, WOAI-FM, WSJS, WTVN, WFDF, WQUA, WIBW, WGR, WATR, WLVA, WFIR, KFOR, WDF. Moves 27-18 on A/C chart.

### KENNY ROGERS

#### Share Your Love With Me (Liberty)

61% of our reporters on it. Rotations: Heavy 1/0, Medium 38/16, Light 31/24, Extra Adds 2, Total Adds 42, WCBM, KDKA, WTAE, WASH, 97AIA, WFYR, WLW, WGAR, WWWE, WISN, KOY, KEX, KNBR, WNAB, WTIC, WHAM, WSBA, WBT, WIS, WRVA, WHBC, WHIO, KLTE, WQUA, KUGN, KMJJ, KSL, KLO, and 14 more. Debuts at number 25 on A/C chart.

### AL JARREAU

#### We're In This Love Together (WB)

61% of our reporters on it. Rotations: Heavy 13/1, Medium 45/4, Light 11/6, Extra Adds 1, Total Adds 12, WBEN, WWWE, WNDB, WSJS, WFDF, KAKZ, WGIR, WYMC, WSGW, WBOW, KOLO, KRKK. Moves 26-23 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 immediately 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. The rotational breakdowns which follow indicate how many stations have the song in the respective rotation and of those, how many added it into that particular rotation this week.  indicates one of this week's Most Added new songs.

#### JOURNEY "Who's Crying Now" (Columbia) 62/10

Rotations: Heavy 27/0, Medium 29/7, Light 6/3, Extra Adds 0, Total Adds 10, WWWE, WCCO-FM, KFMB, KNBR, WHAM, WTAR, KMJJ, WKIQ, WFLR, KFOR, WDEF, WBEN, WIP, KDKA, WLW, WGAR, KPPL, WNAB, WRIE, WHEN, WSLI, WSM-FM, WTVN, WQOW, WLNH, WCFR, WNEU, WABZ, WCHV, WKHM, KWOS, WBOW, WHIZ, KOLO, KRKK. Moves 25-21 on A/C chart.

#### QUINCY JONES featuring JAMES INGRAM "Just Once" (A&M) 58/15

Rotations: Heavy 2/0, Medium 37/7, Light 16/5, Extra Adds 3, Total Adds 15, WSB, 97AIA, WGAR, WWWE, WISN, WBT, WRVA, WSJS, KOB, KMJJ, WCFR, WLVA, WFIR, WJON, KBAI. Heavy: WMAZ, KSL, Medium: WBEN, WASH, WLTA, WLW, KEX, KFMB, WNAB, WELI, WHAM, WIS, WNDB, WSLI, WRVR, WSM-FM, WTAR, WHBY, KAKZ, KRKK. Debuts at number 28 on A/C chart.

#### MOODY BLUES "The Voice" (Threshold/PolyGram) 54/7

Rotations: Heavy 14/0, Medium 31/3, Light 9/4, Extra Adds 0, Total Adds 7, WWWE, KFMB, KNBR, WHAM, WTVN, KFOR, KFOD. Heavy: WFYR, WLW, WNAB, WHEN, WRVR, WSM-FM, WQOW, KRKK, WLNH, WABZ, WCHV, WYMC, WKHM, KBAI, Medium: WIP, WTAE, 97AIA, WGAR, KPPL, KEX, WSM-FM, WELI, WGY, WJBD, WSLI, WMAZ, WTAR, KAKZ. Moves 30-26 on A/C chart.

#### DAVID GATES "Take Me Now" (Arista) 43/21

Rotations: Heavy 0/0, Medium 17/4, Light 20/11, Extra Adds 6, Total Adds 21, WBEN, WLTA, 97AIA, KMBZ, WELI, WIS, WFTL, WRVR, WSM-FM, WHID, KLTE, WQUA, WLNH, WATR, WABZ, WCHV, WYMC, KGGF, WKHM, KMRJ, WJON, Medium: WSB, WLW, WNAB, WNDB, WRVA, WHBY, KRMG, KSL, WKIQ, WDF, WSTV, KFOD, KMED.

#### HERB ALPERT "Magic Man" (A&M) 43/1

Rotations: Heavy 4/0, Medium 26/1, Light 13/0, Extra Adds 0, Total Adds 1, WLW. Heavy: WDEF, WRVA, WKHM, WSTV, Medium: WLTA, WTMJ, KOY, KEX, WNAB, WELI, WSBA, WBT, WNDB, WFTL, KAAY, WDBD, WHBY, WFDF, KLTE, KOB, KUGN, KSL, WEIM, WATR, WKIQ, KGGF, WDF, KMED, KRKK.

#### GARY WRIGHT "Really Wanna Know You" (WB) 41/1

Rotations: Heavy 17/0, Medium 22/0, Light 2/1, Extra Adds 0, Total Adds 1, KAKZ. Heavy: WLW, WCCO-FM, WBT, WSLI, WQOW, KMJJ, WEIM, WHAG, WLNH, WCFR, WORG, WFIR, KWOS, WBOW, WHIZ, KRKK, WSM-FM, Medium: WIP, KDKA, WGAR, WWWE, KHOU, KPPL, KOY, KING, WSM-FM, WMAZ, WRVR, WOAI-FM, WAKR, WTVN, KRKK, WNEU, WCHV, WFLR, KXIC, KFOD.

#### ANDY GIBB & VICTORIA PRINCIPAL "All I Have To Do Is Dream" (RSO) 38/3

Rotations: Heavy 1/0, Medium 23/1, Light 14/2, Extra Adds 0, Total Adds 3, WGAR, WFIR, WKIQ. Heavy: WRVA, Medium: WBEN, WLW, WCCO-FM, KEX, WNAB, WDEF, WIS, WNDB, WFTL, WMAZ, WTAR, WAKR, WHBY, WHIO, KLTE, KSL, WEIM, WDF, KMRJ, WJON, KFOD, KMED.

#### MICHAEL JOHNSON "You're Not Easy To Forget" (EMI America) 33/10

Rotations: Heavy 1/0, Medium 13/1, Light 17/7, Extra Adds 2, Total Adds 4, KMBZ, WNAB, WDEF, WHIO, WHAG, WLVA, WDF, WSGW, KFOD, KRKK. Heavy: WCCO-FM, Medium: WLTA, WSB, 97AIA, KEX, WIS, WHBC, WEIM, WATR, WORG, KXIC, KLMS, WJON.

#### FOUR TOPS "When She Was My Girl" (Casablanca/PolyGram) 33/9

Rotations: Heavy 2/0, Medium 13/2, Light 16/4, Extra Adds 3, Total Adds 9, KING, WSLI, WHIO, KAKZ, WHAG, WCFR, WHIZ, KMED, KRKK. Heavy: WBEN, WRVA, Medium: WTAE, WLW, KEX, WELI, WBT, WRVR, WHBC, KRKK, WORG, WJON, KFOD.

#### STACY LATTISAW "Love On A Two-Way Street" (Columbia) 33/1

Rotations: Heavy 8/0, Medium 18/1, Light 9/0, Extra Adds 0, Total Adds 1, KRNT. Heavy: WIP, WLW, WGAR, WCCO-FM, WRIE, WSJS, WLVA, WSTV, Medium: WCBM, WWWE, KOGO, WGY, WRVR, WAKR, KLO, WHAG, WLNH, WGR, WNEU, WFIR, WKIQ, KMRJ, WSGW.

#### ROBBIE PATTON "Don't Give It Up" (Liberty) 30/4

Rotations: Heavy 5/0, Medium 16/1, Light 8/2, Extra Adds 1, Total Adds 4, WBZ, WCCO-FM, KOLO, KRKK. Heavy: KMJJ, WFLR, WKHM, KWOS, WHIZ, Medium: WCBM, WBEN, WGR, WIP, WWWE, WGY, WHEN, WIS, WRVR, WSIX, WLNH, WNEU, WKIQ, KXIC, KFOD.

#### REO SPEEDWAGON "In Your Letter" (Epic) 30/3

Rotations: Heavy 8/1, Medium 19/1, Light 5/1, Extra Adds 0, Total Adds 3, WLW, WNDB, WQOW, Heavy: WHEN, WHAG, WCFR, WCHV, WKHM, Medium: WCBM, WBEN, WASH, WGAR, WBT, WSLI, WMAZ, WHBC, KRKK, WEIM, WLNH, WABZ, WORG, WFIR, KWOS, WBDW, WHIZ, KFOD.

#### ELO "Hold On Tight" (Jet) 30/1

Rotations: Heavy 8/0, Medium 19/0, Light 3/1, Extra Adds 0, Total Adds 1, WTVN. Heavy: WIP, WTAE, WLW, WQOW, KRKK, WLNH, WABZ, WCHV, Medium: WCBM, WJS, KDKA, WGAR, WHEN, WJBO, WSLI, WMAZ, KMJJ, WEIM, WHAG, WNEU, WORG, KLMS, WBOW, WHIZ, KFOD, KBAI, KRKK.

#### SILVER CONDOR "You Could Take My Heart Away" (Columbia) 28/3

Rotations: Heavy 0/0, Medium 14/0, Light 14/3, Extra Adds 0, Total Adds 3, WHAG, KXIC, KRKK. Medium: 97AIA, WLW, KEX, WGY, WSLI, WMAZ, WCFR, WNEU, WABZ, WFIR, WACI, KWOS, WHIZ, KFOD.

#### GEORGE FISCHOFF "Foxy" (Heritage) 28/2

Rotations: Heavy 1/0, Medium 14/1, Light 13/1, Extra Adds 0, Total Adds 2, KRNT, KAKZ. Heavy: WDEF, Medium: 97AIA, WELI, WHAM, WSBA, WHBC, KLO, KSL, WFIR, KGGF, KLMS, KMRJ, WSTV, KMED.

#### LITTLE RIVER BAND "The Night Owls" (Capitol) 27/8

Rotations: Heavy 0/0, Medium 18/3, Light 9/5, Extra Adds 0, Total Adds 5, WTAE, KEX, KNBR, WTVN, WQOW, WFIR, KFOD, KOLO, Medium: WLW, KHOU, WHEN, WSLI, WSM-FM, WHBC, WEIM, WLNH, WNEU, WABZ, WCHV, WBOW, WHIZ, KBAI, KRKK.

#### NIELSEN/PEARSON "The Sun Ain't Gonna Shine Anymore" (Capitol) 27/4

Rotations: Heavy 2/0, Medium 13/0, Light 10/2, Extra Adds 2, Total Adds 4, KPPL, WHIO, KLO, KMED. Heavy: WRVA, WKHM, Medium: WBEN, WASH, WLW, WGY, WBT, WIS, WFTL, WSM-FM, WDBO, WSJS, WGR, WATR, KLMS.

#### ARETHA FRANKLIN & GEORGE BENSON "Love All The Hurt Away" (Arista) 26/7

Rotations: Heavy 0/0, Medium 8/2, Light 16/3, Extra Adds 2, Total Adds 7, WBEN, WMAZ, WLNH, KWOS, WHIZ, KFOD, KRKK. Medium: WLW, WNAB, WDEF, WHAG, WATR, KLMS.

#### MIKE POST featuring LARRY CARLTON "The Theme From Hill Street Blues" (Elektra) 25/8

Rotations: Heavy 1/0, Medium 10/2, Light 13/5, Extra Adds 1, Total Adds 7, KHOU, KEX, WBT, KLO, WLNH, WABZ, KXIC, KWOS. Heavy: WLTA, Medium: WSB, WDEF, WFTL, WMAZ, WSM-FM, WDF, WSTV, KBAI.

#### ANNE MURRAY "It's All I Can Do" (Capitol) 24/10

Rotations: Heavy 1/0, Medium 12/0, Light 10/4, Extra Adds 1, Total Adds 10, KOY, KEX, WOAI-FM, WHIO, KSL, WATR, WKHM, KMRJ, KMED, KRKK. Heavy: KLOK, Medium: WSB, WDEF, WFTL, WSLI, WMAZ, KXIC, WJON.

## Radio & Records

# NATIONAL AIRPLAY/30

## September 4, 1981

Three Weeks	Two Weeks	Last Week		
1	1	1	①	DIANA ROSS & LIONEL RICHIE/Endless Love (Motown)
2	2	2	②	RONNIE MILSAP/There's No Gettin' Over Me (RCA)
10	8	3	③	EDDIE RABBITT/Step By Step (Elektra)
30	23	12	④	CHRISTOPHER CROSS/Arthur's Theme (Best You Can Do) (WB)
11	10	7	⑤	RAY PARKER JR. & RAYDIO/That Old Song (Arista)
17	12	10	⑥	SHEENA EASTON/For Your Eyes Only (Liberty)
29	22	16	⑦	LULU/I Could Never Miss You (More Than I Do) (Alfa)
7	6	6	⑧	POINTER SISTERS/Slow Hand (Planet)
9	9	9	⑨	ALABAMA/Feels So Right (RCA)
4	4	5	⑩	CARPENTERS/Touch Me When We're Dancing (A&M)
23	19	17	⑪	ART GARFUNKEL/A Heart In New York (Columbia)
5	5	8	⑫	JUICE NEWTON/Queen Of Hearts (Capitol)
16	15	13	⑬	COMMODORES/Lady (You Bring Me Up) (Motown)
15	14	14	⑭	MICKEY GILLEY/You Don't Know Me (Epic)
3	3	4	⑮	KENNY ROGERS/I Don't Need You (Liberty)
13	13	15	⑯	JOHN DENVER/Some Days Are Diamonds... (RCA)
19	18	18	⑰	DON McLEAN/It's Just The Sun (Millennium)
—	—	27	⑱	DAN FOGELBERG/Hard To Say (Full Moon/Epic)
20	20	19	⑲	PABLO CRUISE/Cool Love (A&M)
24	21	20	⑳	BEACH BOYS/The Beach Boys Medley (Capitol)
—	—	25	㉑	JOURNEY/Who's Crying Now (Columbia)
25	25	22	㉒	ELTON JOHN/Chloe (Geffen)
—	—	30	㉓	AL JARREAU/We're In This Love Together (WB)
6	7	11	㉔	JOEY SCARBURY/Theme From "Greatest American Hero" (Elektra)
—	—	30	㉕	KENNY ROGERS/Share Your Love With Me (Liberty)
—	—	30	㉖	MOODY BLUES/The Voice (Threshold/PolyGram)
8	11	21	㉗	MARTY BALIN/Hearts (EMI America)
—	—	30	㉘	QUINCY JONES featuring JAMES INGRAM/Just Once (A&M)
12	16	23	㉙	ALAN PARSONS PROJECT/Time (Arista)
14	17	24	㉚	AIR SUPPLY/The One That You Love (Arista)

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

- KENNY ROGERS "Share Your Love With Me" (Liberty)
- DAN FOGELBERG "Hard To Say" (Full Moon/Epic)
- DAVID GATES "Take Me Now" (Arista)
- Q. JONES featuring J. INGRAM "Just Once" (A&M)
- AL JARREAU "We're In This Love Together" (WB)

### HOTTEST

- D. ROSS & L. RICHIE "Endless Love" (Motown)
- RONNIE MILSAP "There's No Gettin' Over Me" (RCA)
- EDDIE RABBITT "Step By Step" (Elektra)
- SHEENA EASTON "For Your Eyes Only" (Liberty)
- CHRISTOPHER CROSS "Arthur's Theme..." (WB)

#### JIM PHOTOGLO "More To Love" (20th) 23/2

Rotations: Heavy 0/0, Medium 13/0, Light 10/2, Extra Adds 0, Total Adds 2, WHAG, WKIQ, Medium: WLTA, WSB, 97AIA, KEX, WDEF, WIS, WFTL, WHBY, WHIO, KRKK, WATR, KFOD, KRKK.

#### JESSE WINCHESTER "Baby Blue" (Bearsville/WB) 23/1

Rotations: Heavy 2/0, Medium 11/1, Light 10/0, Extra Adds 0, Total Adds 1, WFTL. Heavy: WDEF, WKHM, Medium: WLTA, 97AIA, WHBC, KSL, WHAG, KGGF, KXIC, KFOD, KMED, KRKK.

#### ARLO GUTHRIE "If I Could Only Touch Your Life" (WB) 21/5

Rotations: Heavy 1/0, Medium 9/1, Light 8/2, Extra Adds 2, Total Adds 6, WRVA, WCHV, KMRJ, WHIZ, KMED. Heavy: WLTA, Medium: KOY, WNAB, WDEF, WHBC, WLNH, WGR, KLMS, WDF.

#### CHARLY McCLAIN "Sleepin' With The Radio On" (Epic) 21/3

Rotations: Heavy 0/0, Medium 10/1, Light 10/1, Extra Adds 1, Total Adds 3, KMBZ, WFTL, WHAG, Medium: WCCO-FM, WNAB, WDEF, WMAZ, WHBC, WHIO, KOB, KXIC, WDF.

#### DON WILLIAMS "Miracles" (MCA) 21/2

Rotations: Heavy 3/0, Medium 15/0, Light 2/1, Extra Adds 1, Total Adds 2, KAAY, WHIZ. Heavy: KMBZ, WRVA, KSL, Medium: WLTA, WCCO-FM, WNDB, WRVR, WOAI-FM, WSJS, KRNT, KLTE, KRMG, KLO, WHAG, KGGF, KLMS, WSTV, KMED.

#### ATLANTA RHYTHM SECTION "Allen" (Columbia) 20/7

Rotations: Heavy 0/0, Medium 8/2, Light 10/3, Extra Adds 2, Total Adds 7, WLTA, WLW, WIS, WHBC, WDF, WJON, KMED, Medium: KEX, WSLI, WMAZ, WHBY, KRKK, WORG.

## Others Getting Significant Action

#### DARYL HALL & JOHN OATES "Private Eyes" (RCA) 16/4

Rotations: Heavy 0/0, Medium 11/2, Light 5/2, Extra Adds 0, Total Adds 4, WHEN, WTVN, WABZ, WBDW, Medium: WLW, WSLI, WRVR, WSM-FM, WLNH, WCHV, WORG, WHIZ, KBAI.

#### FRED KNOBLOCK "Memphis" (Scotti Bros.) 16/4

Rotations: Heavy 1/0, Medium 8/1, Light 9/3, Extra Adds 0, Total Adds 4, WBT, WIS, WHIO, WKIQ. Heavy: KOY, Medium: WDEF, WNDB, WHBY, WQUA, WDF.

#### OAK RIDGE BOYS "Fancy Free" (MCA) 15/8

Rotations: Heavy 1/1, Medium 3/0, Light 9/5, Extra Adds 2, Total Adds 8, KAAY, WOAI-FM, WQUA, KDB, WATR, WACI, WKHM, WSTV, Medium: WLTA, WDEF, KSL.

#### ROBBIE DUPREE "Are You Ready For Love" (Elektra) 15/2

Rotations: Heavy 1/0, Medium 7/0, Light 7/2, Extra Adds 0, Total Adds 2, WHIO, WQUA. Heavy: WLTA, Medium: WSB, KEX, WIS, WSM-FM, KLMS, WJON, KRKK.

#### TEMPTATIONS "Aiming At Your Heart" (Gordy) 14/1

Rotations: Heavy 0/0, Medium 4/0, Light 9/0, Extra Adds 1, Total Adds 1, WKHM, Medium: WQUA, WLVA, KFOD, KRKK.

#### STEVIE NICKS with TOM PETTY... "Stop Draggin' My Heart Around" (Modern/Atco) 13/0

Rotations: Heavy 7/0, Medium 4/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: KDKA, WGAR, WSM-FM, WQOW, WLNH, WNEU, WHIZ, Medium: KRKK, WABZ, WCHV, WBDW.

#### RITA COOLIDGE "The Closer You Get" (A&M) 12/7

Rotations: Heavy 0/0, Medium 5/2, Light 5/3, Extra Adds 2, Total Adds 7, WLTA, WLW, KMBZ, WHBY, KUGN, KSL, WKHM, Medium: WSB, WMAZ, WJON.

#### CARPENTERS "Want You Back In My Life Again" (A&M) 12/5

Rotations: Heavy 0/0, Medium 7/3, Light 3/0, Extra Adds 2, Total Adds 5, WBEN, WLW, KEX, WDEF, WACI, Medium: WSB, WFTL, WDBO, WRVA.

#### DOLLY PARTON "House Of The Rising Sun" (RCA) 12/5

Rotations: Heavy 1/0, Medium 6/1, Light 4/3, Extra Adds 1, Total Adds 5, WHBC, KLO, WHAG, WYMC, WDF, Heavy: WLTA, Medium: KMBZ, WCCO-FM, WBT, WIS.

#### KIM CARNES "Draw Of The Cards" (EMI America) 11/1

Rotations: Heavy 1/0, Medium 5/0, Light 5/1, Extra Adds 0, Total Adds 1, WQOW. Heavy: WSM-FM, Medium: KNBR, WLNH, WABZ, WFIR, KRKK.

#### CAROLE BAYER SAGER "Easy To Love Again" (Boardwalk) 10/5

Rotations: Heavy 1/0, Medium 1/0, Light 6/3, Extra Adds 2, Total Adds 5, WHBC, KLO, WCFR, WSTV, WHIZ. Heavy: WLTA, Medium: WCCO-FM.

#### DENICE WILLIAMS "Silly" (ARC/Columbia) 10/1

Rotations: Heavy 1/0, Medium 5/1, Light 4/0, Extra Adds 0, Total Adds 1, WLW. Heavy: WDEF, Medium: WLTA, 97AIA, WNDB, WORG.

#### MARTY BALIN "Atlanta Lady (Something About Your Love)" (EMI America) 9/9

Rotations: Heavy 0/0, Medium 1/1, Light 8/8, Extra Adds 0, Total Adds 9, WLTA, WSB, WNDB, WMAZ, WHBY, WORG, KXIC, KBAI, KOLO.

#### STEVIE WOODS "Steel The Night Away" (Columbia) 8/5

Rotations: Heavy 1/0, Medium 6/4, Light 1/1, Extra Adds 5, WORG, WACI, KXIC, KWOS, WDF, Medium: WJON.

#### VIC ASHER "What Am I Gonna Do" (Vels) 8/1

Rotations: Heavy 0/0, Medium 0/0, Light 7/0, Extra Adds 1, Total Adds 1, WDEF.

#### ROGER VOUDOURIS "First Love" (Boardwalk) 8/1

Rotations: Heavy 0/0, Medium 0/0, Light 8/1, Extra Adds 0, Total Adds 1, KOLD.

#### WILLIE NELSON "I'm Gonna Sit Right Down..." (Columbia) 7/1

Rotations: Heavy 1/0, Medium 6/1, Light 0/0, Extra Adds 0, Total Adds 1, KRNT. Heavy: KSL, Medium: KMBZ, WTMJ, WNDB, WHBC, KXIC.

#### NEIL SEDAKA "My World Keeps Slipping Away" (Elektra) 7/0

Rotations: Heavy 0/0, Medium 4/0, Light 3/0, Extra Adds 0, Total Adds 0, Medium: WCCO-FM, WNAB, WDEF, WSTV.

#### ALLMAN BROTHERS BAND "Straight From The Heart" (Arista) 7/0

Rotations: Heavy 0/0, Medium 4/0, Light 3/0, Extra Adds 0, Total Adds 0, Medium: WMAZ, WSM-FM, WLNH, WHIZ.







**Walt  
Love**

# Black Radio

## V103's Scotty Andrews — General Market Success

In these days of fierce professional rivalry, blacks are not only competing on an intellectual level but also as minorities who are counted and printed out as part of a federally regulated quota. In regard to this fact of life, I felt the need to showcase a prime example of a radio pro whose career as a successful programmer has been predicated exclusively on his diligence and not color. I chose Scotty Andrews, Program Director of WVEE (V103)/Atlanta, owned by Plough Broadcasting. Not only is Scotty a pro, but he's a black from Black radio whose competence has afforded him the opportunity to program an Urban Contemporary station for a large white-owned and operated company.

Mr. Andrews's career began in 1966 in Norfolk at WHIH, backed up by prior experience in radio/television while serving in the U.S. Navy. From WHIH, Scotty went to WIGO/Atlanta, where he served for seven years, and finally on to V103 in November 1976. Commenting on his early days in the business, Scotty says, "Frank Ward, who was once the VP of the Spidel chain in Norfolk, and Rudy Reynolds, GM at the time, are the two individuals for whom I have the utmost respect. They prepared me for the position I presently hold. What they did was teach me radio in a professional manner — from the very beginning."



Scotty Andrews

### Mixing It Up For Atlanta

I began by asking Scotty how it feels to control a station of V103's magnitude in a city like Atlanta which has a mixed audience. "First of all, Atlanta is a unique city; its black population is perhaps 68% or more, so the type of format that we have (Urban Contemporary) may be a little easier to implement here as compared to other cities. I enjoy the challenge, but I must say that a lot has to be said for Plough Broadcasting. They have spent a lot of time and money on research prior to making any changes. Coming to Plough I found the facilities, budgets, and all the tools needed to make a winner. After examining the city, plus evaluating our research, it was a little easier to make a decision as to what direction to take.

"In 1976 we were strictly Disco — we rode that to the top of the ratings — and as it began to fade we began making adjustments. As early as 1977 our first adjustment was the addition of some jazz fusion; later came R&B ballads, and in 1979 we began to add some pop

crossover. I think V103 has a formula now that really works. Understand that we're not programming to one particular segment of the market; instead, we are programming to the masses, the general market — yet we have a black base. Yes, we are in competition with other Black stations but at the same time we look at the pop stations in competition with us. Our product must please the listening public no matter what the race or color. Our format could, however, be considered a takeoff of progressive Black stations."

Does he think it's necessary to the success of the radio station to have a racially mixed air staff? "To tell

**"We are in competition with other Black stations but at the same time we look at the pop stations in competition with us. Our product must please the listening public no matter what the race or color."**

you the truth, I hadn't thought about it that way but we do have a racially mixed air staff, consisting of four blacks and three whites. My staff also breaks down to two females and four males. Our Monday through Friday regulars are evenly balanced, three blacks and three whites. These people are able to relate on both sides of the fence. One thing I really like about our station is we don't hesitate to send a black to a predominantly white establishment nor do we hesitate to send a white announcer to a predominantly black establishment, and that's one of the keys to our success. People make the difference."

### No Prejudicial Problems

I asked Scotty if he'd had any forms of prejudice directed at him from subordinates. "The answer to that question is no! I came aboard as an assistant to the PD and I didn't find any problems whatsoever. When I started with V103 there was only the program director, a part-time announcer, and myself. So, when I did take over, the part-time person became full-time and that made two of us; we were automated at that time. Later we added additional people. As far as any prejudice is concerned, I haven't experienced it. I must say that one of the highlights in my career has been being able to work with Plough Broadcasting. I have the utmost

respect for our President, Wayne Hudson, based at our home office in Memphis, as well as our Vice President & General Manager Rick Rogers, because — here again — what we have is one big happy family. I say that with all honesty and sincerity. Although I'm the only black department head with the Atlanta operation, I have the same tools as any other department head would have to get the job done."

As a veteran programmer in radio, what advice would Scotty give to other blacks and minorities who are interested in the radio business but want to direct their talents toward the general market outlets? How can they get their foot in the door? "Well, it took me a while to program a station of this type (Urban Contemporary), so I don't recommend waiting around 10 or 11 years before getting involved with a general market station, but get involved early in your career. I would say that you have to prepare yourself by becoming qualified, looking at the entire scope of broadcasting, and asking yourself just how good you want to be. It takes a lot of sacrificing, a lot of reading, and a lot of study to make it."

Finally, I asked Scotty if he had any other thoughts about what's needed by programmers to succeed in the 80's? "Programmers have to look beyond gut feeling. While gut feeling comes into play in any profession, I think in radio you must look beyond that, because as you work in the industry with large corporations your bosses

**"It takes a lot of sacrificing, a lot of reading, and a lot of study to make it."**

are looking for facts, and facts come from research. I think programmers, in general, should get more involved in the marketing and merchandising of their product — the radio station. The key to a successful station is to eliminate, if possible, the tuneout factors. Here again, good production, good talent, professional-sounding news, and effective public affairs are all elements that make up the other ingredients of an overall winner."

V103 and Scotty Andrews have succeeded in the Atlanta market. The fruits of their labor were an 8.0 share ARB last fall and 8.9 in the latest ARB for Spring '81.

## Action

- Belated congratulations to WTLC/Indianapolis Music Director Roger Holloway and his new bride Monica. Roger took the time to send us a copy of their wedding vows.
- Congratulations to Marva Mays, midday personality at WBLX/Mobile, on her marriage to Mark Trenier III.
- Mark Ward, formerly of KROK/Las Vegas, is now the overnight person at KMJM/St. Louis.
- Paul Stebbens has exited WYLD-FM/New Orleans as Music Director. The new MD is James Alexander, one-time Program Director of WBMX/Chicago. James has worked the New Orleans market before at WBOK.
- WVON & WGCI/Chicago hosted a five-mile woman's run Sunday, August 30 for the benefit of Operation PUSH. The event was cosponsored by Johnson Products and Woolworth Stores.
- KJOP/Lemoore, CA reports that its new National Black Network program, "The Action Woman," is not only a popular program with the ladies but also very intriguing to their male listeners.
- The Tavares sponsored a Bike-A-Thon in the memory of the Atlanta youths. The Tavares family

presented the Albina Tavares Association Bike Ride August 23, naming the bike ride in honor of their mother, the late Albina Tavares. The Bike Ride took place on a 14-mile course, which represented one-half mile for each of the deceased Atlanta children. There was a special adult-supervised five-mile ride for children who wanted to participate. New Bedford, MA was the location of the Bike-A-Thon.

• Two issues back we printed a record company promo list. Two corrections to that list follow: 20th Century Records, 8544 Sunset Blvd., Hollywood, CA 90069. Contact: Donnie Brooks. Prelude Records, contact Joey Bonner, (212) 974-0360.

• Carmen Brown of WBLX/Mobile has been relieved of her duties as Program Director and is now Promotions & Publicity Director for the station. I understand that GM Larry Williams will handle the programming chores himself, with help from the chain's National Program Director.

• WSSJ/Camden, NJ announced the appointment of Ms. Valerie Kersey as Public Service Director, according to James N. Wade, President/GM. Mr. Wade also announced the appointment of Paul J. Perrello as WSSJ's new News Director.



**WAIL WITH THE JACKSONS:** Pictured at the Baton Rouge Centralplex Auditorium from left to right, are guest Madeline Cheri, the Jacksons's Randy Tito, and Jackie. WAIL contest winner Debra Johnson, Michael Jackson, WAIL/New Orleans Program Director Barry Richards, and Marion Jackson.



# Black Radio

## HOTTEST

Following are listed in order of their airplay activity.

- DIANA ROSS & LIONEL RICHIE**  
"Endless Love" (Motown)
- CARL CARLTON**  
"She's A Bad Mama Jama" (20th)
- FOUR TOPS**  
"When She Was My Girl" (Casablanca/PolyGram)
- AL JARREAU**  
"We're In This Love Together" (WB)
- BRICK**  
"Sweat ('Til You Get Wet)" (Bang)
- RICK JAMES**  
"Super Freak" (Gordy)
- EVELYN KING**  
"I'm In Love" (RCA)
- TEENA MARIE**  
"Square Biz" (Gordy)
- B.B. & Q. BAND**  
"On The Beat" (Capitol)
- LUTHER VANDROSS**  
"Never Too Much" (Epic)
- RENE & ANGELA**  
"I Love You More" (Capitol)
- ARETHA FRANKLIN & GEORGE BENSON**  
"Love All The Hurt Away" (Arista)
- MAZE**  
"Before I Let You Go" (Capitol)
- PHYLLIS HYMAN & MICHAEL HENDERSON**  
"Can't We Fall In Love Again" (Arista)
- COMMODORES**  
"Lady (You Bring Me Up)" (Motown)
- DENIECE WILLIAMS**  
"Silly" (ARC/Columbia)
- LARRY GRAHAM**  
"Just Be My Lady" (WB)

## CLIMBERS

Following are listed in order of their airplay activity.

**DENROY MORGAN** "I'll Do Anything For You" (Becket) 60% reporting. Added at WTMP. Hot at WAMO, WDAS, WWIN, WILD, WAOK, WVEE, WHRK, WEDR, WJMO, WJLB, WVON, KDKO, WPDQ, WOWI, WENN, WOIC, WTLC, WKWM, KJLH. Medium at WDIA, WBMX, WGCI, KDAY, KXAM, WGIV, WVOL, WANT, WATV, WLOU, WTOY, KLIP.

**POINTER SISTERS** "Slow Hand" (Planet) 60% reporting. Hot at WAMO, WDAS, WXYV, WHRK, WYLD-FM, WAIL, WDMT, KMJM, KDAY, KSOL, KDKO, WATV, WKXI, WOIC, KJLH. Medium at WILD, KMJQ, WVEE, WDIA, WCIN, WVON, WGCI, WKND, WGIV, WANT, WOWI, WJMI, WLOU, WTOY, KACE, KLIP, KDIA.

**TEDDY PENDERGRASS** "I Can't Live Without Your Love" (Philadelphia International) 58% (+7) reporting. Added at WWRL, WPDQ. Medium at WDAS, WXYV, WWIN, WAOK, WVEE, WDIA, WHRK, WAIL, WCIN, WJMO, WVON, WBMX, KSOL, KDKO, WKND, WTMP, WGIV, WJJS, WOWI, WATV, WKXI, WOIC, KOKY, WBLX, WTOY, WDAO, WTLC, WKWM. Hot at WHUR.

**S.O.S. BAND** "Do It Now" (Tabu) 58% (+5) reporting. Added at WCIN, WKXI. Medium at WAMO, WXYV, WAOK, WDMT, WJLB, WVON, WBMX, WGCI, KDAY, KXAM, KDKO, WWRL, WTMP, WVOL, WJJS, WOWI, WENN, WOIC, KOKY, WLOU, WTOY, WKWM, KACE, KDIA. Hot at WDIA, WHRK, KSOL, WKND.

**RONNIE LAWS** "Stay Awake" (Liberty) 57% (+10) reporting. Added at KMJQ, WJMO, WATV, WENN. Medium at WDAS, WXYV, WWIN, WILD, WAOK, WHRK, WYLD-FM, WYLD-FM, WDMT, WJLB, WBMX, WGCI, KDAY, KDKO, WKND, WWRL, WGIV, WJJS, WKXI, KOKY, WLOU, WBLX, WDAO, WKWM, WWWS. Hot at KJLH.

**EVASIONS** "Wikka Wrap" (SAM) 53% reporting. Added at WVON. Hot at WILD, WHUR, WVEE, WDIA, WEDR, WBMX, WGIV, WKXI, WBLX, WTLC, WWWS, KLIP. Medium at WAMO, WAOK, WDMT, WJLB, KSOL, KDKO, WKND, WPDQ, WTMP, WANT, WENN, WJMI, WOIC, WTOY, WKWM.

**STEPHANIE MILLS** "Night Games" (20th) 51% (+9) reporting. Added at WHRK, WJLB, WKXI. Medium at WDAS, WAOK, WYLD-FM, WEDR, WDMT, WVON, KDAY, KSOL, KDKO, WKND, WWRL, WPDQ, WGIV, WVOL, WJMI, KOKY, WBLX, WDAO, WKWM, WWWS, KAEZ, KJLH, KACE, KLIP.

**MANHATTANS** "Just One Moment Away" (Columbia) 51% reporting. Medium at WDAS, WWIN, WHUR, WAOK, WHRK, WAIL, WDMT, WBMX, WGCI, KDKO, WPDQ, WGIV, WVOL, WANT, WOWI, WATV, WBLX, WKWM, KJLH, KACE, KLIP, KDIA. Hot at WXYV, WCIN, WJLB, WJJS, WTOY.

**DONALD BYRD & 125TH STREET N.Y.C.** "Love Has Come Around" (Elektra) 49% (+9) reporting. Added at WDIA, WHRK, WDMT, WKWM, WWWS, KLIP. Medium at WAMO, WDAS, WXYV, WWIN, WILD, WCIN, WJLB, WBMX, KSOL, KDKO, KACE, WTOY, WOIC, WANT, WGIV, WKND. Hot at WHUR, WAOK, WWRL, WDAO.

**TIME** "Get It Up" (WB) 49% reporting. Debuts this week. Added at WXYV, WWIN, WHRK, WGIV, WBLX. Medium at WAMO, WAOK, WVEE, WDIA, WAIL, WJMO, WDMT, WJLB, WVON, WBMX, WGCI, KDAY, KSOL, KDKO, WPDQ, WVOL, WATV, WTOY, KACE. Hot at WENN, WWWS.

**TEMPTATIONS** "Aiming At Your Heart" (Gordy) 49% reporting. Added at WKND, WJMI. Medium at WDAS, WWIN, WILD, WAOK, WDIA, WHRK, WAIL, WCIN, WJMO, WBMX, KSOL, KDKO, WGIV, WJJS, WKXI, KOKY, WLOU, WTOY, WDAO, WTLC, KAEZ, KJLH, KLIP. Hot at WXYV.

**QUINCY JONES featuring JAMES INGRAM** "Just Once" (A&M) 47% reporting. Debuts this week. Added at WKND, WTMP, WGIV, WENN, WOIC, WDAO, WKWM, KDIA. Medium at WAMO, WILD, WVEE, WHRK, WYLD-FM, WAIL, WDMT, WJLB, KSOL, WWRL, WPDQ, WKXI, WJMI, WLOU, WTOY, KAEZ. Hot at KOKY.

**WEST STREET MOB** "Let's Dance (Make Your Body Move)" (Sugar Hill) 45% (+7) reporting. Added at WKXI, WOIC. Medium at WXYV, WILD, WVEE, WAIL, WJMO, WBMX, KDKO, WKND, WTMP, WGIV, WOWI, WLOU, WTOY, WTLC, WKWM. Hot at WDAS, WWIN, WPDQ, WVOL, WANT, WBLX, WDAO.

**CAMEO** "I Like It" (Chocolate City/PolyGram) 45% (+7) reporting. Added at WCIN, WJMO, WOIC. Medium at WWIN, WAOK, WVEE, WDIA, WHRK, WCIN, WVON, WBMX, KSOL, KDKO, WGIV, WJJS, WATV, WENN, WKXI, WJMI, WLOU, WBLX, WDAO, WKWM. Hot at WWWS, KACE.

**PATTI AUSTIN** "Do You Love Me?" (Qwest/WB) 45% (+3) reporting. Added at WGCI, KXAM, KJLH, WTOY, WOIC. Medium at WAMO, WDAS, WXYV, WILD, WAOK, WDIA, WHRK, WCIN, WBMX, KSOL, WGIV, WJJS, WLOU, WBLX, WDAO, WTLC, WKWM. Hot at WWIN, WWRL.

**RAY PARKER JR. & RAYDIO** "That Old Song" (Arista) 45% (+2) reporting. Added at KMJM, WJJS. Medium at KMJQ, WAOK, WDIA, WHRK, WJMO, WDMT, WBMX, KXAM, WPDQ, WGIV, WENN, WTOY, WKWM, KACE, KLIP. Hot at WXYV, WCIN, KDAY, KSOL, KDKO, WKND, KOKY.

**NICK STRAKER BAND** "A Little Bit Of Jazz" (Prelude) 45% reporting. Added at KXAM. Medium at WAMO, WDAS, WXYV, WILD, WHUR, WAOK, WHRK, WAIL, WCIN, WJMO, WJLB, WVON, WBMX, WGCI, KDAY, WTMP, WJMI, WTOY, WDAO, WTLC, WKWM. Hot WWIN, KJLH.

**RAFAEL CAMERON** "Funtown U.S.A." (Salsoul) 45% reporting. Medium at WAMO, WDAS, WXYV, KMJQ, WVEE, WCIN, WJMO, WDMT, KDAY, KXAM, WTMP, WANT, WOWI, WENN, WOIC, WTOY, WKWM, WWWS, KAEZ, KACE, KLIP. Hot at WDIA, WLOU, WBLX.

**ROGER** "Heard It Through The Grapevine" (WB) 43% (+7) reporting. Added at WXYV, WHUR, WDIA, WATV. Medium at WHRK, WAIL, WEDR, WCIN, WDMT, WJLB, WVON, WGCI, KMJM, KSOL, KDKO, WVOL, WENN, WDAO, WWWS. Hot at WAOK, WBMX, WTLC, WGIV.

**AFTERNOON DELIGHTS** "General Hospitale" (MCA) 43% (+5) reporting. Added at KXAM, WWWS. Medium at WAMO, WWIN, WAOK, WVEE, WDIA, WHRK, WAIL, WBMX, KMJM, KDAY, WKND, WTMP, WJJS, WATV, KOKY, KAEZ, KDIA. Hot at WVON, WGCI, WGIV, WVOL.

**GLADYS KNIGHT & THE PIPS** "If That'll Make You Happy" (Columbia) 40% (+6) reporting. Added at WJMO, WJLB, KLIP, WKXI. Medium at WDAS, WXYV, WHUR, WAOK, WVEE, WHRK, WYLD-FM, WVON, WBMX, KDKO, WKND, WVOL, WJJS, KOKY, WTOY. Hot at WWRL, WDAO.

**RICHARD "DIMPLES" FIELDS** "She's Got Papers On Me" (Boardwalk) 40% reporting. Medium at WAMO, WWIN, WILD, WAIL, WCIN, WDMT, WGCI, WANT, WOWI, WBLX, WTLC. Hot at WVON, KMJM, KDKO, WPDQ, WTMP, WENN, WWWS, KAEZ, KACE.

**PEACHES & HERB** "Freeway" (Polydor/PolyGram) 38% (+6) reporting. Added at WKXI, WBLX. Medium at WXYV, WAOK, WVEE, WAIL, WCIN, WJMO, WBMX, KDAY, KXAM, KDKO, WKND, WGIV, KOKY, WLOU, WTOY, WTLC. Hot at WHUR, WDAO.

**HERB ALPERT** "Magic Man" (A&M) 38% (+2) reporting. Added at WDMT. Medium at WAMO, WXYV, WWIN, WAOK, WHRK, WYLD-FM, WAIL, WCIN, WJLB, WBMX, WGCI, KDAY, KDKO, WKND, WGIV, WKXI, KOKY, WWWS, KAEZ.

**AFTERBACH** "It's You" (ARC/Columbia) 38% (+2) reporting. Added at KXAM, WGIV. Medium at WAMO, WDAS, WXYV, WDIA, WHRK, WEDR, WCIN, WJMO, WBMX, KDAY, KSOL, WKND, WPDQ, WVOL, WENN, KOKY, WTOY. Hot at WDAO.

**BITS & PIECES** "Don't Stop The Music" (Mango) 36% reporting. Debuts this week. Added at KMJM, KSOL, WTOY. Medium at WAMO, WDAS, WWIN, WILD, WAOK, WVEE, WJMO, WBMX, WKND, WTMP, WENN, WLOU, WDAO, WTLC, WWWS. Hot at WKWM.

## NEW & ACTIVE

**GRAINGERS** "Shine Your Light" (BC) 34% reporting. Added at WDIA, KXAM. Medium at WAMO, WDAS, WEDR, WCIN, WJMO, WDMT, WJLB, WGIV, WVOL, WENN, KAEZ. Hot at WAOK, WBMX, WLOU, WTOY, WKWM.

**NOEL POINTER** "Classy Lady" (Liberty) 34% reporting. Medium at WAMO, WDAS, WXYV, WILD, WAOK, WYLD-FM, WEDR, WCIN, WJLB, WBMX, KDAY, WKND, WPDQ, WJJS, WLOU, WDAO, WKWM, WWWS.

**ROCKIE ROBBINS** "Time To Think" (A&M) 34% reporting. Debuts this week. Added at WXYV, WAOK, WVEE, WBMX, KDKO, KOKY, WJJS, WKND. Medium at WWIN, WHUR, WYLD-FM, WAIL, WJMO, WBLX, WDAO, WTLC, WKWM. Hot at WBMX.

**STANLEY CLARKE/GEORGE DUKE** "I Just Want To Love You" (Epic 32) reporting. Added at WTOY. Medium at WXYV, WDIA, WHRK, WYLD-FM, WJLB, WBMX, KSOL, KDKO, WJJS, WOIC, KOKY, WBMX, WTLC, WWWS. Hot at KDAY, WWRL.

**BARBARA MASON** "You Got The Papers (But I Got The Man)" (WMOT) 30% reporting. Debuts this week. Medium at WWIN, WILD, WDIA, WYLD-FM, WJMO, WVON, WGCI, KDAY, WGIV, WVOL, WOWI, WATV, WENN, WKXI, WTLC, KDIA.

# Black Radio

## Hottest

### September 4, 1981

EAST	SOUTH	MIDWEST	WEST
Rose/Richie Carl Carlton	Rose/Richie Carl Carlton Brick Teena Marie	Rose/Richie Carl Carlton Teena Marie Brick Hymen/Henderson	Rose/Richie Teena Marie Carl Carlton Rick James "Super" Evelyn King

# 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

None

#### HOTTEST

Larry Graham  
Rene & Angela  
Carl Carlton  
AJ Jarreau  
Rose/Richie  
Cheryl Lynn  
Denroy Morgan  
Commodores  
Roberta Flack  
Pointer Sisters

**WKND**  
Hartford, CT  
Eddie Jordan

#### ADDED

Smokley Robinson  
Rockie Robbins  
Jean Carn  
Temptations  
Quincy Jones "Just"  
Whispers  
Luther Vandross

#### HOTTEST

Rose/Richie  
Carl Carlton  
Teena Marie  
Hymen/Henderson  
B.B. & Q. Band  
Rick James "Super"  
S.O.S. Band  
Larry Graham  
Raydio  
Evelyn King

**WWIN**  
Baltimore, MD  
Curtis Anderson

#### ADDED

Bobby Womack  
T.Life  
Evelyn King "If You"  
Richard "Dimples" Fields "I've Got"  
Barry White "Louie"  
Dionne Warwick  
Atlantic Starr "Think"  
One Way "Full"  
Hot Cups  
Freedom  
Globe  
Time  
Kraftwerk  
Aurea "Nasty"  
Love Unlimited Orchestra  
Water Jackson "What If"  
Harry Belafonte

**WVAB**  
Philadelphia, PA  
Joe Tamburro

#### ADDED

Franklin/Benson  
Randy Crawford  
Donald Byrd  
Miles Davis "Shout"  
Hymen/Henderson  
Rose/Richie  
Gladys Knight  
Clerks/Duke "I Just"  
Hot Cups  
Patti Austin

**WVRL**  
New York, NY  
Wanda Ramos

**WILD**  
Boston, MA  
Steve Crumley

**ADDED**  
None

**HOTTEST**  
Rose/Richie  
Larry Graham  
Denroy Morgan  
Evelyn King  
Teena Marie  
Carl Carlton  
B.B. & Q. Band  
Rick James "Super"  
Vaughn Mason  
Evelson

**WVAB**  
Philadelphia, PA  
Joe Tamburro

#### ADDED

Capricorn  
Amel Stewart  
Eric Mercury  
Hot Cups  
Chast  
Lionel Jordan  
Dionne Warwick  
Atlantic Starr "Think"  
One Way "Full"  
Hot Cups  
Freedom  
Globe  
Time  
Kraftwerk  
Aurea "Nasty"  
Love Unlimited Orchestra  
Water Jackson "What If"  
Harry Belafonte

**WVRL**  
New York, NY  
Wanda Ramos

#### ADDED

Franklin/Benson  
Randy Crawford  
Donald Byrd  
Miles Davis "Shout"  
Hymen/Henderson  
Rose/Richie  
Gladys Knight  
Clerks/Duke "I Just"  
Hot Cups  
Patti Austin

**WVRL**  
New York, NY  
Wanda Ramos

**ADDED**  
None

**HOTTEST**  
Franklin/Benson  
Randy Crawford  
Donald Byrd  
Miles Davis "Shout"  
Hymen/Henderson  
Rose/Richie  
Gladys Knight  
Clerks/Duke "I Just"  
Hot Cups  
Patti Austin

**WXYV**  
Baltimore, MD  
Tim Watts

#### ADDED

Mele Moore  
Rockie Robbins  
Eric Mercury  
Hot Cups  
Klique  
Time  
Roger

**WHUR**  
Washington, DC  
Oscar Fields

#### ADDED

Ashford & Simpson  
Roger  
Mele Moore  
Slave "Snap"

**HOTTEST**  
Rick James "Super"  
Teena Marie  
Luther Vandross  
Brick  
Aurea "Nasty"  
Evelson  
Donald Byrd  
Clay Hunt  
Teddy Pendergrass  
Peaches & Herb

### MIDWEST

**WOCI**  
Chicago, IL  
Steve Harris

#### ADDED

Love Unlimited Orchestra  
Maze "Before"  
Patti Austin  
One Way "Full"  
Curtis Mayfield

**WJLB**  
Detroit, MI  
J. Michael McKay

#### ADDED

Stephanie Mills  
Gladys Knight  
Brothers Johnson "Dancin"  
Elkie  
L.J. Reynolds  
Bohannon

**WJMO**  
Cleveland, OH  
Erk Stone

**ADDED**  
None

**HOTTEST**  
Rose/Richie  
Denroy Morgan  
Carl Carlton  
Evelyn King  
Rene & Angela  
Hymen/Henderson  
Shalamar  
Vin Zee  
Tavarez  
Four Tops

**WJLB**  
Detroit, MI  
J. Michael McKay

#### ADDED

Stephanie Mills  
Gladys Knight  
Brothers Johnson "Dancin"  
Elkie  
L.J. Reynolds  
Bohannon

**WJMO**  
Cleveland, OH  
Erk Stone

#### ADDED

None

**HOTTEST**  
Rose/Richie  
Denroy Morgan  
Carl Carlton  
Evelyn King  
Rene & Angela  
Hymen/Henderson  
Shalamar  
Vin Zee  
Tavarez  
Four Tops

**WJMO**  
Cleveland, OH  
Erk Stone

#### ADDED

None

**HOTTEST**  
Rose/Richie  
Denroy Morgan  
Carl Carlton  
Evelyn King  
Rene & Angela  
Hymen/Henderson  
Shalamar  
Vin Zee  
Tavarez  
Four Tops

**WTLC**  
Indianapolis, IN  
Jay Johnson

#### ADDED

None

**HOTTEST**  
Rose/Richie  
Denroy Morgan  
Carl Carlton  
Evelyn King  
Rene & Angela  
Hymen/Henderson  
Shalamar  
Vin Zee  
Tavarez  
Four Tops

**WVON**  
Chicago, IL  
Ron King

#### ADDED

None

**HOTTEST**  
Rose/Richie  
Denroy Morgan  
Carl Carlton  
Evelyn King  
Rene & Angela  
Hymen/Henderson  
Shalamar  
Vin Zee  
Tavarez  
Four Tops

### SOUTH

**WOIC**  
Columbia, SC  
Ron Folks

#### ADDED

Whispers  
Patti Austin  
Maze "Before"  
West Street Mob  
Cameo  
Fatback "Kool"  
L.J. Reynolds  
Stargard  
Preston/Byrnes  
Jo Simon  
Chaka Khan "Any"  
Atlantic Starr "Think"  
Quincy Jones "Just"

#### HOTTEST

Rick James "Super"  
Deniece Williams  
Pointer Sisters  
Rose/Richie  
Teena Marie  
Denroy Morgan  
Four Tops  
Brick  
Larry Graham  
Commodores

**WAOK**  
Atlanta, GA  
Larry Tinsley

#### ADDED

Maze "Before"  
Robert Winters & Fall  
Tyrone Davis  
Rockie Robbins  
Esther Williams  
Hot Cups

#### HOTTEST

Denroy Morgan  
Donald Byrd  
Rick James "Super"  
Grangers  
Herbie Hancock  
Klique  
Roger  
Bill Summers  
High Energy

**WXXI**  
Jackson, MI  
Tommy Marshall

#### ADDED

Curtis Mayfield  
West Street Mob  
Chaka Khan "Any"  
Peaches & Herb  
Johnny & Michael Hill  
Gladys Knight  
S.O.S. Band  
Stephanie Mills

#### HOTTEST

Four Tops  
Evelson  
Deniece Williams  
Rose/Richie  
Evelyn King  
Pointer Sisters  
AJ Jarreau  
Maze "Before"  
Natalie Cole

**KOKY**  
Little Rock, AR  
Ronda Curtis

#### ADDED

Rockie Robbins  
Mele Moore  
Curtis Mayfield  
Maze "Before"  
Debra Laws "Meant"  
Brothers Johnson "Dancin"  
D. Rose & Supremes "Medley"

**WQIV**  
Charlotte, NC  
Jo Ann Graham

#### ADDED

Afterbach  
Quincy Jones "Just"  
Curtis Mayfield  
Shock  
Smokley Robinson "Who's"  
Robert Winters & Fall  
Time  
All Points Bulletin  
Slave  
Keith Diamond

**WQIV**  
Charlotte, NC  
Jo Ann Graham

#### ADDED

Afterbach  
Quincy Jones "Just"  
Curtis Mayfield  
Shock  
Smokley Robinson "Who's"  
Robert Winters & Fall  
Time  
All Points Bulletin  
Slave  
Keith Diamond

**WVIE**  
Atlanta, GA  
Scotty Andrews

#### ADDED

Jimmy Ross  
Maze "Before"  
Richard "Dimples" Fields "I've Got"  
Mele Moore  
Peaches & Herb  
Klique  
Rockie Robbins  
Reddings  
Miles Davis "Shout"  
Rene & Angela "Wall"  
Bohannon  
Mighty Fire  
Gary Wright  
Stacy Lattisaw "I Was"

**HOTTEST**  
Deniece Williams  
Rose/Richie  
Larry Graham  
Carl Carlton  
Evelyn King  
Ebonye Webb  
Debra Laws  
Denroy Morgan  
Evelson  
Brick

**HOTTEST**  
Deniece Williams  
Rose/Richie  
Larry Graham  
Carl Carlton  
Evelyn King  
Ebonye Webb  
Debra Laws  
Denroy Morgan  
Evelson  
Brick

**WVJB**  
Lynchburg, VA  
Art Young

#### ADDED

Rockie Robbins  
Mele Moore  
Curtis Mayfield  
Maze "Before"  
Debra Laws "Meant"  
Brothers Johnson "Dancin"  
D. Rose & Supremes "Medley"

**WDIA**  
Memphis, TN  
Carl Connors

#### ADDED

Grangers  
Roger  
Donald Byrd

**WTMP**  
Tampa, FL  
Debbie Parker

#### ADDED

Chaka Khan "Any"  
Quincy Jones "Just"  
Four Tops  
Denroy Morgan  
B.B. & Q. Band  
Rene & Angela

**WVIE**  
Atlanta, GA  
Scotty Andrews

#### ADDED

Jimmy Ross  
Maze "Before"  
Richard "Dimples" Fields "I've Got"  
Mele Moore  
Peaches & Herb  
Klique  
Rockie Robbins  
Reddings  
Miles Davis "Shout"  
Rene & Angela "Wall"  
Bohannon  
Mighty Fire  
Gary Wright  
Stacy Lattisaw "I Was"

**HOTTEST**  
Deniece Williams  
Rose/Richie  
Larry Graham  
Carl Carlton  
Evelyn King  
Ebonye Webb  
Debra Laws  
Denroy Morgan  
Evelson  
Brick

**HOTTEST**  
Deniece Williams  
Rose/Richie  
Larry Graham  
Carl Carlton  
Evelyn King  
Ebonye Webb  
Debra Laws  
Denroy Morgan  
Evelson  
Brick

**WOWI**  
Norfolk, VA  
Chester Barton

#### ADDED

Patti LaBelle  
West Street Mob  
Teddy Pendergrass  
Barbara Mason

**WATV**  
Birmingham, AL  
Bill Glover

#### ADDED

Larry Laws  
Vicki Sue Robinson  
Roger

**WVIE**  
Atlanta, GA  
Scotty Andrews

#### ADDED

Chaka Khan "Any"  
Quincy Jones "Just"  
Four Tops  
Denroy Morgan  
B.B. & Q. Band  
Rene & Angela

**WVIE**  
Atlanta, GA  
Scotty Andrews

#### ADDED

Chaka Khan "Any"  
Quincy Jones "Just"  
Four Tops  
Denroy Morgan  
B.B. & Q. Band  
Rene & Angela

**HOTTEST**  
Deniece Williams  
Rose/Richie  
Larry Graham  
Carl Carlton  
Evelyn King  
Ebonye Webb  
Debra Laws  
Denroy Morgan  
Evelson  
Brick

**HOTTEST**  
Deniece Williams  
Rose/Richie  
Larry Graham  
Carl Carlton  
Evelyn King  
Ebonye Webb  
Debra Laws  
Denroy Morgan  
Evelson  
Brick

**WYLD-FM**  
New Orleans, LA  
James Alexander

#### ADDED

Brothers Johnson "Dancin"  
Bob James  
Mele Moore  
Imagination

**WVIE**  
Atlanta, GA  
Scotty Andrews

#### ADDED

Chaka Khan "Any"  
Quincy Jones "Just"  
Four Tops  
Denroy Morgan  
B.B. & Q. Band  
Rene & Angela

**WVIE**  
Atlanta, GA  
Scotty Andrews

#### ADDED

Chaka Khan "Any"  
Quincy Jones "Just"  
Four Tops  
Denroy Morgan  
B.B. & Q. Band  
Rene & Angela

**WVIE**  
Atlanta, GA  
Scotty Andrews

#### ADDED

Chaka Khan "Any"  
Quincy Jones "Just"  
Four Tops  
Denroy Morgan  
B.B. & Q. Band  
Rene & Angela

**HOTTEST**  
Deniece Williams  
Rose/Richie  
Larry Graham  
Carl Carlton  
Evelyn King  
Ebonye Webb  
Debra Laws  
Denroy Morgan  
Evelson  
Brick

**HOTTEST**  
Deniece Williams  
Rose/Richie  
Larry Graham  
Carl Carlton  
Evelyn King  
Ebonye Webb  
Debra Laws  
Denroy Morgan  
Evelson  
Brick

**WLOU**  
Louisville, KY  
Neal O'Rea

#### ADDED

None

**WVIE**  
Atlanta, GA  
Scotty Andrews

#### ADDED

Chaka Khan "Any"  
Quincy Jones "Just"  
Four Tops  
Denroy Morgan  
B.B. & Q. Band  
Rene & Angela

**WVIE**  
Atlanta, GA  
Scotty Andrews

#### ADDED

Chaka Khan "Any"  
Quincy Jones "Just"  
Four Tops  
Denroy Morgan  
B.B. & Q. Band  
Rene & Angela

**WVIE**  
Atlanta, GA  
Scotty Andrews

#### ADDED

Chaka Khan "Any"  
Quincy Jones "Just"  
Four Tops  
Denroy Morgan  
B.B. & Q. Band  
Rene & Angela

**HOTTEST**  
Deniece Williams  
Rose/Richie  
Larry Graham  
Carl Carlton  
Evelyn King  
Ebonye Webb  
Debra Laws  
Denroy Morgan  
Evelson  
Brick

**HOTTEST**  
Deniece Williams  
Rose/Richie  
Larry Graham  
Carl Carlton  
Evelyn King  
Ebonye Webb  
Debra Laws  
Denroy Morgan  
Evelson  
Brick

**WJMI**  
Jackson, MI  
Carl Haynes

#### ADDED

Brothers Johnson "Dancin"  
Walter Jackson "Walked"  
Temptations

**WVIE**  
Atlanta, GA  
Scotty Andrews

#### ADDED

Chaka Khan "Any"  
Quincy Jones "Just"  
Four Tops  
Denroy Morgan  
B.B. & Q. Band  
Rene & Angela

**WVIE**  
Atlanta, GA  
Scotty Andrews

#### ADDED

Chaka Khan "Any"  
Quincy Jones "Just"  
Four Tops  
Denroy Morgan  
B.B. & Q. Band  
Rene & Angela

**WVIE**  
Atlanta, GA  
Scotty Andrews

#### ADDED

Chaka Khan "Any"  
Quincy Jones "Just"  
Four Tops  
Denroy Morgan  
B.B. & Q. Band  
Rene & Angela

**HOTTEST**  
Deniece Williams  
Rose/Richie  
Larry Graham  
Carl Carlton  
Evelyn King  
Ebonye Webb  
Debra Laws  
Denroy Morgan  
Evelson  
Brick

**HOTTEST**  
Deniece Williams  
Rose/Richie  
Larry Graham  
Carl Carlton  
Evelyn King  
Ebonye Webb  
Debra Laws  
Denroy Morgan  
Evelson  
Brick

**KACE**  
Los Angeles, CA  
Alonzo Miller

#### ADDED

None

**WVIE**  
Atlanta, GA  
Scotty Andrews

#### ADDED

Chaka Khan "Any"  
Quincy Jones "Just"  
Four Tops  
Denroy Morgan  
B.B. & Q. Band  
Rene & Angela

**WVIE**  
Atlanta, GA  
Scotty Andrews

#### ADDED

Chaka Khan "Any"  
Quincy Jones "Just"  
Four Tops  
Denroy Morgan  
B.B. & Q. Band  
Rene & Angela

**WVIE**  
Atlanta, GA  
Scotty Andrews

#### ADDED

Chaka Khan "Any"  
Quincy Jones "Just"  
Four Tops  
Denroy Morgan  
B.B. & Q. Band  
Rene & Angela

**HOTTEST**  
Deniece Williams  
Rose/Richie  
Larry Graham  
Carl Carlton  
Evelyn King  
Ebonye Webb  
Debra Laws  
Denroy Morgan  
Evelson  
Brick

**HOTTEST**  
Deniece Williams  
Rose/Richie  
Larry Graham  
Carl Carlton  
Evelyn King  
Ebonye Webb  
Debra Laws  
Denroy Morgan  
Evelson  
Brick

**KDAY**  
Los Angeles, CA  
J.J. Johnson

#### ADDED

Chaka Khan "Any"  
Rockie Robbins  
Atlantic Starr "Think"  
Heatwave  
Billy Ocean "Another"  
Bohannon  
Buzzy O

**WVIE**  
Atlanta, GA  
Scotty Andrews

#### ADDED

Chaka Khan "Any"  
Quincy Jones "Just"  
Four Tops  
Denroy Morgan  
B.B. & Q. Band  
Rene & Angela

**WVIE**  
Atlanta, GA  
Scotty Andrews

#### ADDED

Chaka Khan "Any"  
Quincy Jones "Just"  
Four Tops  
Denroy Morgan  
B.B. & Q. Band  
Rene & Angela

**WVIE**  
Atlanta, GA  
Scotty Andrews

#### ADDED

Chaka Khan "Any"  
Quincy Jones "Just"  
Four Tops  
Denroy Morgan  
B.B. & Q. Band  
Rene & Angela

**HOTTEST**  
Deniece Williams  
Rose/Richie  
Larry Graham  
Carl Carlton  
Evelyn King  
Ebonye Webb  
Debra Laws  
Denroy Morgan  
Evelson  
Brick

**HOTTEST**  
Deniece Williams  
Rose/Richie  
Larry Graham  
Carl Carlton  
Evelyn King  
Ebonye Webb  
Debra Laws  
Denroy Morgan  
Evelson  
Brick

**KDAY**  
Los Angeles, CA  
J.J. Johnson

#### ADDED

Chaka Khan "Any"  
Rockie Robbins  
Atlantic Starr "Think"  
Heatwave  
Billy Ocean "Another"  
Bohannon  
Buzzy O

**WVIE**  
Atlanta, GA  
Scotty Andrews

#### ADDED



# Opportunities

## Openings

### EAST

**WGNT-AM seeking newperson/talk show host.** Two years experience a must. Salary DOE. T&R to News Director, Box 1539, Huntington, WV 25716. EOE M/F (9-4)

**Rochester's AOR leader seeks top-notch street-wire News Director.** Send T&R ASAP to News c/o Trip Reeb, 129 Leighton Ave., Rochester, NY 14609. (9-4)

**WRCN looking for top-notch AOR morning personality.** Good money, resort living. Call Barry Grant, (516) 727-1570. T&R to Box 866, Riverhead, NY 11901. (9-4)

**WHCN seeks nighttime announcer.** T&R to Daniel Hayden, WHCN, 1039 Asylum Ave., Hartford, CT 06105. No calls please. EOE M/F (9-4)

**WAMQ needs tight, creative CHR jocks and "lifestyle" newscaster.** T&R to Ed Sherlock, Box 103, Loretto, PA 15940. Local people preferred. EOE M/F (9-4)

**Music Of Your Life announcer wanted for WAVZ/New Haven, morning drive slot with production.** Curtis Hansen, Operations Manager, 59 Quinittic Ave., New Haven, CT 06473. EOE M/F (9-4)

**New England's second fastest growing city has full-time A/C personality opening.** T&R to Drew Wilder, WLAD, 198 Main St., Danbury, CT 06810. (9-4)

**National syndicator of long and short format programming seeks affiliate relations person with strong AOR background.** MJI Broadcasting, 231 East 51st St., N.Y., NY 10022, or call (212) 838-4450. (9-4)



### Not Looking?

read further 50KW A/C FM in N.E. is looking for quality air talent for drivetime. Must have great voice, do great production, and be committed to two things: QUALITY & WINNING. Tape, including production samples, to Radio & Records, 1930 Century Park West, #260, Los Angeles, CA 90067.

**WVNR/Southern West Virginia's award-winning news station** looking for part-time news anchor/reporter. Good benefits. Mike Wilson, WVNR News, Box A-E, Beckley, WV 25801. EOE M/F (9-4)

**WJRZ/Manahawkin, NJ, Jersey Shore's #1 contemporary,** looking for experienced professional morning personality. T&R to Mr. Jefferson, WJRZ, Box 100, Manahawkin, NJ 08050. EOE M/F (9-4)

**Burkhardt/Abrams/Michaels/Douglas & Assoc.** needs PD's for small, medium, and large markets. To schedule confidential interview at NRBA convention in Miami, call (404) 955-1550. (9-4)

**West Virginia's #1 news station seeks reporter/anchor** for expanded position. Capitol experience helpful. T&R: Ed Esposito, WCHS, 1111 Virginia St. East, Charleston, WV 25324. (9-4)

**Join a new A/C station that's going to win.** T&R: J.J. Marshall, 6823 Reisterstown Road, Baltimore, MD 21215. EOE M/F (9-4)

**Consultant looking for on-air PD for Country station.** T&R to Ron White, Box 1425, Grand Rapids, MI 49501. (8-21)

### SOUTH

**WGIV/Charlotte accepting T&R for future openings.** Black format. Hal Herli, Box 36956, Charlotte, NC 28236. EOE M/F (9-4)

#### Mid-Atlantic A/C

needs mature morning communicator who can relate to adult audience. Use of phones, community involvement, tight board work a necessity. Possible MD duties. Major market ADI rated station. Send tape, resume, references, and salary requirements to Radio & Records, 1930 Century Park West, #261, Los Angeles, CA 90067.

**WAIM-FM looking for strong midday AOR jock** with strong production. T&R to Gary Jackson, Box 850, Anderson, SC 29622 or call (803) 226-1811. EOE M/F (9-4)

**Burkhardt/Abrams/Michaels/Douglas & Assoc.** needs PD's for small, medium and large markets. To schedule confidential interview at NRBA convention in Miami, call (404) 955-1550. EOE M/F (9-4)

**15Q needs bright adult morning man.** A communicator to complete morning team. 10-15K. T&R to Merrill Craig, PD, Box 1777, Deland, FL 32720. EOE M/F (9-4)

**#1 Country in Virginia Beach, VA** looking for personality jock with good production. Experienced pro preferred. Send air-check and resume to Russ Cassidy, WCMS, 900 Commonwealth Place, Virginia Beach, VA 23464. Affirmative Action EOE (9-11) •

## Openings

**#1 station in El Paso** looking for AOR professionals for future openings. Send T&R to Ann Michaels, KLAQ, 4141 Pinnacle, El Paso, TX 79902. EOE M/F (9-4)

**WZXR/Memphis Superstars** needs street AOR morning newperson. T&R to Redbeard, WZXR, 1385 Lamar, Memphis, TN 38104. EOE M/F (9-4)

**Richmond's premier Country station** looking for qualified weekenders. T&R to Mike Anderson, WRNL, 7100 Bathieham Rd., Richmond, VA 23228. EOE M/F (9-4)

**Communicator with humor and originality** for 50KW personality/information station. Phone Kemp Miller, PD, WAPI-AM at (205) 993-9274. EOE M/F (9-4)

## KEBE KOOL

RADIO 1400 STEREO 106

Positions open in News and Announcing. We're considered to be among America's outstanding radio stations. Serving beautiful East Texas Lake Country. Center of hottest growth area in U.S. Applicants must be major market quality. Please send resume, including references to:

**Dudley Waller,  
KEBE/KOOL RADIO,  
P.O. Box 1648  
Jacksonville, TX 75766**  
equal opportunity employer

**100,000 FM C&W medium college market station** needs afternoon or evening announcer. T&R to Manager, KXKZ, Box 430, Ruston, LA 71270. EOE M/F (9-4)

**WDAK/Columbus Top Country station** searching for professional afternoon drive/production. No beginners. T&R: Larry James, Box 1640, Columbus, GA 31994. No calls please. (9-4)

**Contemporary AM in medium college market** needs afternoon drive person. T&R to Mgr., KRUS, Box 430, Ruston, LA 71270. EOE M/F (9-4)

**We're #1 Country.** Need evening announcer/production pro. Send T&R today to Tommy Oliner, Box WDXI, Jackson, TN 38301. EOE M/F (9-4)

**News anchor/News Director in Virginia Beach, VA.** Top-rated combo. UPI's best news operation in VA last two years. Conversational, one-to-one style. T&R to Russ Cassidy, WCMS, 900 Commonwealth Place, Virginia Beach, VA 23464. Affirmative Action, EOE (9-11) •

**Needed: morning man for Southwestern A/C.** Right pay for right guy or girl. T&R to Chris Showalter, KBST, Box 1632, Big Spring, TX 79720. EOE M/F (9-4)

**Accepting T&R for future openings for announcers.** Top rated AM in college market. Send to Manager, KRUS, Box 430, Ruston, LA 71270. EOE M/F (9-4)

**KYXX/Odessa-Midland's #1 station** needs midday communicator. Join winner in the sunny Southwest. T&R: Darrell Ward, Box 3609, Odessa, TX 79780. EOE M/F (9-4)

**KXYL/Brownwood** looking for evening announcer with production skills. Midday or morning position also being considered. T&R: Robert Hallmark, Box 100, Brownwood, TX 76801. (9-4)

**MB12 1/2, #1 AM rocker in Melbourne, FL,** looking for 7-mid jock. T&R: Bob Madden, PD, MB12 1/2, 2221 Front St., Melbourne, FL 32901. Females encouraged. EOE M/F (9-4)

**KVET/Austin, TX** looking for air talent. T&R and photo to Tom Allen, KVET, Box 380, Austin, TX 78767. No calls! EOE M/F (9-4)

**14KPUR has opening for hard-working, energetic jock.** Send T&R to Dan Wilson, KPUR, Box 30,000, Amarillo, TX 79120. EOE M/F (8-21)

**Immediate opening for top rated morning drive.** Apply only if superior. T&R to T. Lee, Box 3828, West Palm Beach, FL 33402. EOE M/F (8-21)

**2 immediate openings for fully qualified newscasters.** News Director & anchor reporter. T&R to Manager, WSAC/WWKK, Box 70, Ft. Knox, KY 40121. EOE M/F (8-21)

### MIDWEST

**Chicago's leading A/C** has immediate opening for polished air personality. Multi-track production helpful. T&R to Jack Kelly, WCLR, 118 East Superior, Chicago, IL 60611. EOE M/F (9-4)

**KKXL-AM/Grand Forks** needs mature experienced communicator. Needed now for afternoons. T&R to Don Nordin, P.O. Box 997, Grand Forks, ND 58201. EOE M/F (9-4)

**WBCB now accepting T&R for newperson opening.** Send to Jim Casey, PD, 1001 E. 9th St., Duluth, MN 55806. EOE M/F (9-4)

**Ohio Country music leader** seeks an "Up" afternoon drive jock. T&R to Jerry Lee, WHMO-FM, 101 1/2 W. Sandusky St., Findlay, OH 45840. EOE M/F (9-4)

**Needed: afternoon drive for Burkhardt/Abrams Contemporary Country.** Rush T&R to Paul Sebastian, FM 94, Box 1166, Kariasee City, KS 66117. EOE M/F (9-4)

## Openings

**R101-Top U.P. and Northern Wisconsin rocker,** looking for post-midnight AOR jock. T&R to Manny Beauschamp, WJNR-FM, 219 E. "A", Iron Mountain, MI 49801. EOE M/F (9-4)

**Chicago metro A/C FM** needs quality salesperson with on-air ability. Call Jim Holly, (219) 738-1730. (9-4)

**Adult CHR FM** seeks experienced morning announcer/good production skills. Burkhardt/Abrams programmed. Chicago area. T&R WXLX, 4 South Genesee, Waukegan, IL 60085. EOE M/F (9-4)

**Z83 Kokomo's #1 station** looking for super CHR personality. Very mature, reliable individual. T&R to Pat Moore, PD, WZWZ, Box 2208, Kokomo, IN 46902. EOE M/F (9-4)

**Burkhardt/Abrams/Michaels/Douglas & Assoc.** needs PD's for small, medium, and large markets. To schedule confidential interview at NRBA convention in Miami, call (404) 955-1550. EOE M/F (9-4)

**R101 seeks personable newperson now!** 50,000 watt top rocker in beautiful upper peninsula. T&R to WJNR-FM, Manny Beauschamp, 219 E. "A", Iron Mountain, MI 49801. EOE M/F (9-4)

**Top contemporary FM** has opening for air personality. Experienced applicants send T&R to John Jenkins, PD, KOFM, Box 14806, Oklahoma City, OK 73113. EOE M/F (9-4)

**WDMT/Cleveland's leading urban contemporary FM** looking for air talent. T&R to Jeff Kelly, WDMT, 14781 Sperry Rd., Newbury, OH 44085. No calls. EOE (9-4)

#### Morning Drive/Program Director

for adult music/talk format. Midwest market 1,000 watt 24-hour AM station. Current events awareness/community involvement along with strong knowledge of adult music. Reply with tape, salary history and resume showing minimum 2 years experience to Radio & Records, 1930 Century Park West, #263, Los Angeles, CA 90067.

**WLPX is looking for full-time announcer.** 3 years experience & AOR knowledge/production. T&R: Tom Daniels, WLPX, Box 402, Milwaukee, WI 53021. (9-4)

**Contemporary Country WMCL** needs full-time air personality. Send T&R to WMCL, 811 Broadway, Mt. Vernon, IL 62864. EOE M/F (9-4)

**KDVV/Topeka accepting T&R for future air talent and/or news.** Excellent salaries & benefits. Send to Tony Stewart, V100, Box 1478, Topeka, KS 66601. (9-4)

**98KG/Salina** looking for morning mouth with humor. 100,000 watt FM. T&R to Denny Collier, Box 995, Salina, KS 67401-0995. (913) 825-4831. EOE M/F (9-4)

**Contemporary FM in Top 50 market,** has immediate opening for experienced reporter/anchor. Send T&R to KOFM, Box 14806, Oklahoma City, OK 73113. EOE M/F (9-4)

### WEST

**KWEST/Los Angeles, accepting T&R's** for future news openings. Contact Rick Jager, 8430 Sunset Blvd., Hollywood, CA 90028. No calls. EOE M/F (9-4)

**Looking for news anchor/reporter** to work both AM and FM. T&R to Box 228, Yuma, AZ 85364. (602) 782-4321, 8am-2pm. EOE (9-4)

**KYNO-FM** is searching for hot young adult personalities and weekenders. Good money, great company. T&R to John Lee Walker, Box 8029, Fresno, CA 93703. (9-4)

## Openings

**KFMG/Albuquerque** needs experienced AOR communicator with excellent production. T&R to John Florence, KFMG, 5801 Domingo Road, N.E., Albuquerque, NM 87108. (9-4)

**Burkhardt/Abrams/Michaels/Douglas & Assoc.** needs PD's for small, medium, and large markets. To schedule confidential interview at NRBA convention in Miami, call (404) 955-1550. (9-4)

**Future opening, 24 hr. FM, A/C, MOR.** Vacation area. 35 mi. to skiing. 2 years experience. T&R: PD, KIOQ-FM, Box 1388, Bishop, CA 93514. EOE M/F (9-4)

**KLYD-FM 94,** needs A/C personality for daytime slot. Super opportunity with growing group in prime West area. T&R: P.O. Box 1499, Bakersfield, CA 93302. EOE M/F (9-4)

**24-hour FM beautiful vacation area** needs dedicated, hard-working News Director/announcer. Long hours and experience required. T&R: KIOQ-FM, Box 1388, Bishop, CA 93514. EOE M/F (9-4)

**Mornings in the mountains?** AOR FM in beautiful Jackson Hole, WY. T&R to Jeff Woodruff, GM, KMTN, Box 927, Jackson Hole, WY 83001. (9-4)

**News/sports wanted for #1 FM station.** 2 years experience. T&R: Frank Erksen, KSPN-FM, 400 W. Main, Aspen, CO 81611. No beginners! Replys confidential. EOE M/F (9-4)

**Excellent opportunity for two hard-working, talented, dedicated individuals.** We seek a morning drive communicator and evening air personality. Both positions with this growing health and dental insurance plus profit sharing and room to advance. Experience a must. Send tape, production samples, complete resume and position desired to John Ramsey, KKAZ, Box 926, Cheyenne, WY 82001. EOE M/F (9-4) •

### Positions Sought

**Experienced, knowledgeable, ready to go to work** AOR jock, looking for a good job. Call GIL, (805) 544-5179. (9-4)

**Talk show host.** 11 years major market experience. Station going music. JIM KIRKWOOD, (801) 375-8939. (9-4)

**Announcer/sportscast P-B-P.** Nominated for Sports-caster of the Year in New Jersey. Knows CHR and A/C. Prefer West. Call TOM, (218) 281-8230. (9-4)

**Country PD small market,** heavy promotion looking for small or medium with on and/or off air position. DON, (419) 422-1145. (9-4)

**Superstars trained programming assistant** eager to move up. Background KISS 108/Boxton. Abrams PD assistant. Ready now. Call GARRY KOOP, (201) 391-9445. (9-4)

**TOM KELLY, PM drive WTIC-FM/Hartford,** looking for medium/major market gig, CHR or A/C. (203) 583-6889. (9-4)

**6 months experience at semi-automated 3,000 watt.** Eager for move to live format of any type. Good production/good board. Call ANTHONY, (914) 968-4840. (9-4)

**1st phone air personality seeks air talent.** MD or PD position at CHR FM in South. For more information, call PAT (601) 638-3318 or (318) 574-5680. (9-4)

## FEMALE DISC JOCKEY ASSIGNMENT — JAPAN

Osaka FM Broadcasting Co. is seeking skilled American female applicants for a position in Japan starting March 1, 1982 for one year. West Coast applicants preferred.

Place of work: Osaka City

Working hours: M-F, 40 hrs per week

Salary: \$25,000 U.S. a year (paid in yen) plus round trip airfare and furnished apartment

Qualifications: Minimum of 5 years broadcasting

experience. Knowledge of modern and pop music of U.S. and Europe.

Knowledge of Japanese not necessary

Applicants requested to send demo tape of on air performance with resume and picture. (Tapes can not be returned). Successful candidates will be informed of personal interviews to be held in Los Angeles. For more information call

**Ms. Johnson  
(213) 659-7020**

# Opportunities

## Positions Sought

10 year pro, formerly of WPGC, WFL, 98MZO, looking for PD/air personality opportunity in major market. DON O'BRIEN, (703) 765-9069 or (703) 273-4000 days. (9-4)

10 year vet available yesterday. TRAY MATTHEWS. Programming, music, production/voice. Formerly with WRQK, KRQY. (303) 564-2483. (9-4)

Big market experienced and talent. Programming air work and production. Interested in West Coast, and Midwest. CHR/AOR/Jazz. Call CODY, (415) 892-6766. (9-4)

Disc jockey wants first big break in radio. Will do anything and go anywhere. Creative with good production skills. Contact JIM PATTERSON, (303) 759-2763. (9-4)

National award winner. #1 12+ Spring '81 ARB. I deliver, they didn't. Looking for PD spot. Considering right move. Call BOB, (301) 663-8512 evenings. (9-4)

Creative experienced team player. Let me fill your morning void with info, humor and a real person — me. (919) 497-3178 or (919) 488-2923. Ask for TOM. (9-4)

TERRY SLANE, formerly of WGTO/Cypress Gardens, looking for on-air work. 17 year veteran, #1 afternoon drive jock in Central Florida. Call (813) 293-9917 for tape and resume. (9-4)

Morning man formerly WGBT, WSPD, etc. Versatile, topical phone, bits, characters. Family man wants stability. Larger markets preferred. DAVE, (803) 246-4656 after 3pm. (9-4)

FRED STELLA, WMJC, WRIF, WTWN. 27 year old pro looking West. Call (918) 447-0690. (9-4)

I'm tired of jocking. Looking to PD small market station in Northeast. Call (607) 724-0175. (9-4)

## Positions Sought

Incentive: wanted to stay in low paying, high-risk radio business. Call today or fading hope's gone tomorrow. DENNIS, (718) 638-8174. (9-4)

### Offbeat, Dirty Two-Man

morning show. Nice numbers in Top 30 market. AOR, harder leaning CHR stations looking to stun market and competition, send for aircheck. New ratings: in the 7's; men in the 10 range. Reply to Radio & Records, 1930 Century Park West, #264, Los Angeles, CA 90067.

Call (212) 888-0794 for details about a telephone talk show that is so funny, it's no laughing matter. (9-4)

One of America's truly contemporary greats! Dedicated, naturally funny. A step beyond the senses. Call (305) 842-7828. (9-4)

HABEAUB PHOBOS LOVECRAFT, genius maximum chameleon. 10 years experience, all areas. Automation to ziptonica. Award-winner, 2nd phone. References. (901) 789-5199. (9-4)

Craving excitement as MD, PD on floundering medium market rocker. 12 years experience, 2nd phone. Currently Production Manager/Jock on Memphis rocker. BRETT, (901) 789-5199. (9-4)

Versatile. 129 IQ. Experienced CHR, Country, AOR, MD/OM/PM drive. Good references. Any shift. Prefer Arkansas, MO or Memphis area. Call LES, (501) 262-4396 anytime. (9-4)

College graduate looking for full-time in Oregon or Washington. 3 1/2 years experience. Currently at KFIF/Fresno. Call JIM, (209) 292-8431. (9-4)

## Positions Sought

11 years experience including major market PD/MO positions. Strong background in both AOR and Country. Seeking stable position with future. SKIP LAMB, (512) 458-3804. (9-4)

Looking for a lady DJ? 3 years AOR experience includes copywriting and hot production. Ready for NY. Call me. BRENDA JANE CROOK, (401) 586-7728. (9-4)

Personality morning ARB winner available now! Success in El Paso, Rochester, Reno. Great references from all employers. Positive thinker and 10 years experience. (915) 581-0254. (9-4)

Atheist seeks position as priest or top 50 market air personality. 10 years radio experience. Call BILL BROPHY, (216) 823-4624. (9-4)

KEN KAL seeks midday A/C, MOR position in major or medium market. Degree, experience, pleasant voice, team player. After 4, (313) 271-5276. (9-4)

I love my country. L.J. DELUCA, Mr. Personality. Big following. Management experience. How 'bout a job? (218) 478-1206. (9-4)

Midnight to dawn. First phone, experienced, reliable Country personality with the ability to keep you number one overnight. (714) 922-3633. (9-4)

**20 Years Broadcast**  
experience middays and PM drive for McLendon, Bartell & Southern! Nationally respected! Presently employed! Let's talk! Reply to Radio & Records, 1930 Century Park West, #262, Los Angeles, CA 90067.

STUART CHASE, 9 year vet in the Modesto market looking for a move up. Prefer the West with an A/C or CHR format, but will consider any offer. (209) 529-6722. (9-4)

## Positions Sought

### R&R Opportunities Advertising

Radio & Records provides free listings (maximum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listing by mail or phone.

Rate for Opportunities ads exceeding 3-line maximum is \$12 for up to one inch (12 lines; 96 words).

#### Frequency Rates \*

1 Week	2 Weeks	3 Weeks
\$12.00	\$20.00	\$25.00

\* Must run consecutive weeks.

#### Payable In Advance

Orders must be typewritten or printed and must be accompanied by check.

Blind Box ads or Classified Display ads are \$20 per inch (recommended 50 words) per week, plus \$15 per week for postage/handling. \$35 minimum for Blind Boxes.

Deadline for all Opportunities ads is noon (PST) Thursday.

For Opportunities, call (213) 553-4330 or mail to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

# Marketplace

## Hunting for a promotion?



Belt buckle promotions and premiums are proven performers.

clips make great awards, gifts, premiums and promotions. Contact our custom department for your full color catalog of premium ideas.

Your logo or custom design has the look and feel of quality when it is cast in metal. And customer castings for belt buckles, plaques or money

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P.O. BOX 1207  
BLOOMINGTON IN 47402  
812-336-2362

**FREE ISSUE OF Galaxy**  
Radio's most complete personality biweekly. Current artist Bios & update, record facts, daily calendar/almanac, trivia, etc. Send for sample on station letterhead:  
ALL AIRSHIFT READY!  
Box 20093R, Long Beach, CA 90801 (213) 595-9588

**pro 't' call—TALENT**  
The book is out and stations are making changes! We have the jobs and we'll help you get them. We need news, Country/Western, and CHR talent today! Call today! (504) 392-3665  
**Pro't'call Invest in your career.**  
3700 Rue Delphine  
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**Promotions that WORK!**  
**NOW 50% MORE INFORMATION!**  
★ Monthly newsletter filled with the latest broadcast promotion and contest ideas  
★ Up-to-date listing of new sources of prizes and promotional items  
★ Regular tips on planning ahead for seasonal promotions  
PROMOTIONS THAT WORK gives you an important edge: bringing dozens of exciting new promotion ideas to your mailbox each month. SEE FOR YOURSELF! Write (on station letterhead, please) or call with no obligation for a free current issue of PROMOTIONS THAT WORK!  
**Promotions That Work!**  
625 EAST TERRACE • FRESNO, CA 93704 • 209/226-5400

**CLASSIC WEST COAST AIRCHECKS**  
Available now is our Classic issue IC-10, featuring the 1974 KWST Beautiful Music to AOR change, and the recent KWST AOR to CHR changeover (including a composite of the new airstaff — London & Engelman, Bobby Ocean, etc.) Also on C-10 are these classics: KFRC/Dr. Don Rose-1978, K100/Robert W. Morgan-1974, and KFWB/Elliot Field-1960. Cassettes, \$10. Our KHJ Special, covering 1965-1970 (IC-2) and 1971-1980 (IC-3) is still available.  
**\$10 per cassette.**  
We also feature current material from San Francisco — San Diego — Los Angeles, and other major markets. Current Issue #17 features KWST/Bobby Ocean, KYUU/Big Tom Parker, KFRC/Rick Shaw, KCBO/Charlie & Harrigan, KFI/Dave Diamond, and new wave KNAC. Cassettes \$5.  
**CALIFORNIA AIRCHECKS**  
Box 4408 — San Diego, CA 92104

**Contemporary COMEDY**  
Hundreds renewed again!  
**Free sample!**  
Write on station letterhead to:  
**Contemporary Comedy**  
5804-D Twinning  
Dallas, TX 75227

**O'Liners**  
FREE SAMPLE ISSUE of radio's most popular humor service!  
For sample, write on station letterhead to: **O'Liners**  
1448-R, West San Bruno Ave., Fresno, CA 93711  
or phone (209) 431-1502

**R&R MARKETPLACE ADVERTISING**  
Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum; additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

1 Time	\$30.00
13 Insertions	\$25.00
26 Insertions	\$20.00

**Volume Rates Available**  
Additional \$10.00 per week charge for Blind Box ads  
Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, two weeks in advance of publication date. Marketplace ads are non-commissionable  
Submit to **Marketplace**  
**RADIO & RECORDS** 1930 Century Park West  
Los Angeles, Calif. 90067 (213) 553-4330

**YOU ARE THE MUSIC... AND WE ARE THE PR.!**  
Decals, Bumper Stickers, Posters, PR Kits, Media Kits, Promo Items  
We do it all, by the piece or by the kit, complete and ON TIME. From your art & copy, or we'll develop it all for you. FREE DETAILS — call or write now!  
**Action Decal**, 320 E. 21st St., Chicago, IL 60616 (312) 842-4280

**"COMIC RELIEF"**  
Just For Laughs  
Original, topical absurdities and timeless one-liners. The professional service. FREE SAMPLE.  
**WILDE CREATIVE SERVICES**, 20016 Elkhart Ave.  
Harper Woods, MI 48225. (313) 527-0617

**pro 't' call MANAGERS & PD's**  
The book is out! Are you planning to make some changes? Pro't'call has the talent you need to make you #1. All formats, news and sports. Inquiries are CONFIDENTIAL and our service is FREE to you. Call (504) 392-3665  
**Pro't'call, 3700 Rue Delphine, New Orleans, LA 70114**



# Opportunities

## Positions Sought

**BEAU REYES** currently MD/PM drive KERN/Bakersfield, looking for MD/AM drive in large or medium market. All offers considered. Call (805) 397-5509. (9-4)

**Production, copywriter, all-around radio person**, including on-air experience and some music experience. Looking for D.C. area (Baltimore and N. VA included) (703) 569-4080, ask for EVIE. (9-4) •

**80's rock is the newest wave**. Experienced, creative oldies announcer seeks Western state position. Open to all formats. Call ELIZABETH, (415) 941-2299. (9-4)

The Honolulu Advertiser called Mr. Rabbett: "just probably the funniest and hardest working DJ in town." MR. RABBETT available now. Call (808) 281-7181. (9-4)

**8 year pro CHR or A/C**. Looking for PD/MD/air personality. Available now! Seeks CA opening. Will consider all offers. (702) 732-8770. (9-4)

## Positions Sought

**9 years MD experience**. Looking for anything in 8 Western states. (714) 487-8916. (9-4)

**Announcer, sportscaster** with the knack of catching the audience of the younger generation. A/C experience. Prefer Florida or Atlantic coast. Call DAVE at (612) 665-3918. (9-4)

**Top-notch pro**. Excellent background reference. 12 years experience including major markets. Looking for programming or PM drive with music responsibilities. Contact MAX HEYWOOD, (216) 456-2592. (9-4)

**RANDY ROEDER**, 7 year pro. Great pipes and production. Seeking major or medium market in Midwest. Airshift, or 1st PD-ship. Call (217) 354-4077. (9-4)

**Conversational jock seeks medium/major AOR/CHR in Southeast**. Good production and references. JEFF, (404) 469-0502. (8-21)

## Positions Sought

**Announcer/sportscaster 5 years board**, 2 years P-B-P. Know Rock and Country. Southern Rockies, West Coast preferred. (303) 348-8918. (8-21)

**This is a test**. For the next six days this air personality will conduct a test of the job possibilities stimulated through an ad in R&R. If this had been an actual plea for employment, you would have been informed that this female air personality is currently doing mornings in Cleveland and has previously worked in San Francisco and for Group W in Fort Wayne. Put the "person" back into your personality radio format. A/C or CHR. This talent can serve all major markets. Please conclude this test by phoning CAROL FORD, (216) 321-0523. (9-11) •

## Miscellaneous

**WJCK** looking to improve Country oldies library. Looking for oldies catalogs from all labels. B.J. Odom, MD, WJCK, Box 3, Rensselaer, IN 47978. (9-4)

**New FM needs AOR record service** from any and all labels. KGUR, Hwy 1, P.O. Box J, San Luis Obispo, CA 93406. Attn.: Ric Stratton. (9-4)

**WAMQ needs CHR record service** from all labels including back product. Contact Ed Sherlock, Box 103, Loretto, PA 15940. (9-4)

Looking to find an aircheck for Dan Ingram's 20th anniversary show on WABC. Write Garry W. Koop, 201 W. Grand Ave., Montvale, NJ 07645. (9-4)

**WKHS/Chestertown, MD needs record service** from all labels for A/C format. Send to Kerth Hill, WKHS, Box 906, Worton, MD 21878. (9-4)

**WKUE, 92-FM has unveiled its mass appeal A/C**. Need service from all labels. Jonathan Edwards, or P.J. Shapiro, WKUE, Box 998, Orange Park, FL 32073. (9-4)

# Marketplace

## "BILLY SQUIER... a fish out of water"

Pro or con comments like this are caught as they happen from fans across the country on "Concert Line," one of the several exciting features offered each week on **STICK IT IN YER EAR**, a one-hour music magazine designed for AOR radio.

### FEATURING:

- INTERVIEWS with Major Recording Artists
- "EARSNEWS" A Weekly Wrap-up, Rock Newscast
- "WHATEVER HAPPENED TO..." Notable Bands of the Past
- "NEW ARTIST SPOTLIGHT": An Inside Glimpse of Hot Talent

**Stick It In Yer**  
THE MUSIC MAGAZINE ON RADIO

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Finest quality imprinted  
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The most talked about Comedy Service in the industry.  
Complimentary snack: **"LOLA'S LUNCH"**  
Call (313) 434-6142  
Or write 1390 Arroyo Dr., Ypsilanti, MI 48197



## GREAT JINGLES STATION ID'S

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See us at the NRBA Convention, Booth 110

## CONTINENTAL RECORDINGS

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Top 100 Special **FREE DEMO** of the Year

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### YOUR STATION'S LOGO EMBOSSED IN COLOR.

ALSO: LICENSED MANUFACTURER FOR WILLIE NELSON, MICKEY GILLEY AND JOHNNY LEE LEATHER PRODUCTS.

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MALLORY WESTERN and LEATHER SUPPLY, INC.  
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Only humor book endorsed by DJ's. Reveals professional comedy writers' secrets. Tells how the biggies use six easy joke formulas for instant humor on any occasion. Tips from Johnny Carson, Steve Allen, Bob Orben, etc. Proven in author's comedy workshop. \$5 postpaid.

**Jack Posner, Box 259, Great Neck, NY 11022**

## MORE RADIO JOBS!

By missing us you probably missed over 3,000 additional job openings last year, up to 200 weekly. Disc Jockeys, News, Engineers, Programming and Sales. This national computer list is \$6.00 for one week.

**SPECIAL!** Receive 5 consecutive weeks for only \$12.95... you save **\$17.00!!**

## American Radio Job Market

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## ELECTRIC WEENIE

RADIO'S MOST RESPECTED DJ GAG SHEET SINCE 1970



Dr. Don Rose, KFRC. "I depend on it more than any other." Gary Owens, KMPC. "Aids the creative, helps the beginner." FOR FREE SAMPLES WRITE  
The Electric Weenie, P.O. Box 25-866  
Honolulu, Hawaii 96825 (808) 395-9600

## Increase Sales Results

The radio and record industries are big markets to cover with a limited sales force. So why not put R&R Marketplace to work for you?

It's a sure way to generate qualified sales leads.  
Just call **PAM** at (213) 553-4330 for more information.

# THE BACK PAGE

## BREAKERS

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

### KENNY ROGERS

#### Share Your Love With Me (Liberty)

71% of our reporters on it. Moves: Up 16, Debuts 44, Same 30, Down 0, Adds 58 including WABC, WNBC, WKBW, 94Q, Y100, Q105, WCKX, KS95-FM, KSLQ, WOKY, 13K, KPLZ, WKRZ-FM, G100, FM102. See Parallels, charts at number 30.

### BOB SEGER

#### Trying To Live My Life Without You (Capitol)

52% of our reporters on it. Moves: Up 0, Debuts 1, Same 4, Down 0, Adds 103 including WBEN-FM, 96KX, WCAO, PRO-FM, Q107, WGPC, Z93, KBEQ, Q102, KFI, KIQQ, KFRC, KJR, Q103, KOPA. See Parallels, will debut on chart next week.

## 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.

### ALABAMA "Feels So Right" (RCA) 114/2

Moves: Up 58, Debuts 7, Same 31, Down 16, Adds 2, 92FLY, KQDI, WKBW 27-19, F105 14-10, WROR 7-3, KVIL 13-7, Z93 11-5, 94Q 4-3, WOKY 20-15, KIMN 11-8, WOKI 13-10, KOFM 11-8, WISM 16-10, KERN 26-12, WISE 2-1.

**RICK SPRINGFIELD "I've Done Everything For You" (RCA) 108/23.** Moves: Up 40, Debuts 11, Same 34, Down 0, Adds 23 including Q105, KEARTH, KRLA, KFI, 13K, Q103, KOPA, WICC, B97, CK101, KSTT, WZOK, KIDD, KQIZ-FM, KENI.

**FOUR TOPS "When She Was My Girl" (Casablanca/PolyGram) 108/20.** Moves: Up 41, Debuts 20, Same 27, Down 0, Adds 20 including WKBW, PRO-FM, JB105, CFTR, 94Q, WGCL, KPLZ, Q103, B104, G100, Y103, WNAM, WLAM, Z102, KFXD.

**QUINCY JONES featuring JAMES INGRAM "Just Once" (A&M) 108/18.** Moves: Up 47, Debuts 20, Same 23, Down 0, Adds 18 including WPGC, B104, WTRY, WHYN, WJDX, KSTT, WOHO, FM102, KGGI, WFBG, WKXY, KPUR, KATI, KYA.

**SILVER CONDOR "You Could Take My Heart Away" (Columbia) 100/9.** Moves: Up 43, Debuts 7, Same 36, Down 5, Adds 9, KBEQ, WKRZ-FM, WHYN, G100, WRVQ, WIKS, KHYT, WCGQ, WTRU, WKBW 25-20, KRBE 4-4, KOPA 30-27, KSTAR 11-8, FM100 21-17, KOOK 30-27.

**ALLMAN BROTHERS BAND "Straight From The Heart" (Arista) 100/8.** Moves: Up 48, Debuts 5, Same 37, Down 2, Adds 8, WFI, KBEQ, 13K, KIMN, KINT, KSTT, WGBF, 14WK, 94Q 22-19, KLPZ 27-23, WPST 24-21, KQ94 27-23, FM100 12-9, WMAK-FM 24-21, Z102 20-17.

**AL JARREAU "We're In This Love Together" (WB) 94/23** Moves: Up 43, Debuts 11, Same 17, Down 0, Adds 23 including WABC, WKTU, WROR, WGCL, WZUU, KEARTH, KFI, KFRC, Q106, KEEL, WRJZ, KGGI, KCPX, WTSN, KSEL.

**DEBBIE HARRY "Backfired" (Chrysalis) 93/6** Moves: Up 49, Debuts 13, Same 25, Down 0, Adds 6, WHFM, WTIC-FM, WOKI, WIKS, KGGI, KQIZ-FM, WFI 16-13, KFRC 25-22, 92FLY 22-18, WKEE 29-21, KSET-FM 22-17, KXX106 23-19, Z104 19-13, WCIR 14-9, KQDI 14-11.

**STACY LATTISAW "Love On A Two-Way Street" (Cotillion) 72/2.** Moves: Up 21, Debuts 2, Same 17, Down 30, Adds 2, KEEL, WKXY, WABC 6-4, WKTU 5-4, F105 30-26, Z93 27-24, KFRC 15-9, WBLI 6-6, KINT 10-6, Y103 10-10, KOFM 28-21, WNAF 28-25, KTAC 9-6, 95XIL 1-1, WHHY 10-10, KDVV 18-13.

**AFTERNOON DELIGHTS "General Hospitale" (MCA) 70/4** Moves: Up 32, Debuts 4, Same 22, Down 8, Adds 4, WKTU, WTIC-FM, FM102, WKXY, WFI 7-2, PRO-FM 6-3, JB105 13-10, KIQQ 8-5, WTRY 2-2, KXX106 9-7, Z104 28-21, KYNO-FM 15-9, WIGY 22-16, 14WK 15-11, KATI 34-27.

**BILLY JOEL "Say Goodbye To Hollywood" (Columbia) 60/58.** Moves: Up 0, Debuts 1, Same 1, Down 0, Adds 58 including WABC, 96KX, WCAO, JB105, Q107, WGPC, KRBE, Z93, 94Q, Q105, KBEQ, KHS-FM, KSFX, KYYX, KIMN, KOPA.

**ATLANTA RHYTHM SECTION "Alien" (Columbia) 60/16** Moves: Up 5, Debuts 10, Same 29, Down 0, Adds 16, WFI, KPLZ, KXX106, WAXY, WMAK-FM, WIKS, WNCI, KTAC, 13FEA, FM99, KILE, KQIZ-FM, WSPT, WTRU, KATI, KFXD.

**DEVO "Working In The Coal Mine" (Full Moon/Asylum) 59/16.** Moves: Up 7, Debuts 15, Same 21, Down 0, Adds 16, KRLA, 92FLY, WKRZ-FM, KQ94, WSKZ, WOKI, KJ100, WIKS, 92X, KKXX, KHYT, KVOL, KKRC, KCBN, KDZA, KATI.

## Radio & Records

# NATIONAL AIRPLAY/30

September 4, 1981

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		
1	1	1	①	DIANA ROSS & LIONEL RICHIE/Endless Love (Motown)
3	2	2	②	JOURNEY/Who's Crying Now (Columbia)
11	8	4	③	S. NICKS w/T. PETTY.../Stop Draggin'... (Modern/Atco)
4	4	3	4	COMMODORES/Lady (You Bring Me Up) (Motown)
18	13	8	⑤	EDDIE RABBITT/Step By Step (Elektra)
16	12	9	⑥	ELO/Hold On Tight (Jet)
9	5	5	7	PABLO CRUISE/Cool Love (A&M)
23	17	13	⑧	SHEENA EASTON/For Your Eyes Only (Liberty)
28	24	17	⑨	CHRISTOPHER CROSS/Arthur's Theme (Best That...) (WB)
24	18	14	⑩	MOODY BLUES/The Voice (Threshold/PolyGram)
10	9	10	11	FOREIGNER/Urgent (Atlantic)
12	11	11	12	GARY WRIGHT/Really Wanna Know You (WB)
8	6	7	13	RONNIE MILSAP/(There's) No Gettin' Over Me (RCA)
2	3	6	14	POINTER SISTERS/Slow Hand (Planet)
20	16	15	15	RAY PARKER JR. & RAYDIO/That Old Song (Arista)
6	7	12	16	JUICE NEWTON/Queen Of Hearts (Capitol)
14	14	16	17	PAT BENATAR/Fire And Ice (Chrysalis)
27	23	21	⑪	LULU/I Could Never Miss You (More Than I Do) (Alfa)
—	28	22	⑫	ROLLING STONES/Start Me Up (Rolling Stones)
26	19	18	20	BEACH BOYS/The Beach Boys Medley (Capitol)
30	27	23	⑬	REO SPEEDWAGON/In Your Letter (Epic)
—	29	26	⑭	LITTLE RIVER BAND/The Night Owls (Capitol)
29	26	25	⑮	KIM CARNES/Draw Of The Cards (EMI America)
—	—	28	⑯	DARYL HALL & JOHN OATES/Private Eyes (RCA)
—	30	27	⑰	ELTON JOHN/Chloe (Geffen)
—	—	30	⑱	BALANCE/Breaking Away (Portrait)
—	—	29	⑲	DAN FOGELBERG/Hard To Say (Full Moon/Epic)
5	15	19	28	JOEY SCARBURY/Theme From "Greatest..." (Elektra)
7	10	20	29	KENNY ROGERS/I Don't Need You (Liberty)
—	—	—	⑳	KENNY ROGERS/Share Your Love With Me (Liberty)

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

### MOST ADDED

BOB SEGER "Trying To Live My Life..." (Capitol)  
 KENNY ROGERS "Share Your Love..." (Liberty)  
 BILLY JOEL "Say Goodbye To..." (Columbia)  
 DAN FOGELBERG "Hard To Say" (Full Moon/Epic)  
 HALL & OATES "Private Eyes" (RCA)

Complete Regionalized Listings on Pages 28 and 29.

### HOTTEST

ROSS & RICHIE "Endless Love" (Motown)  
 JOURNEY "Who's Crying Now" (Columbia)  
 CHRISTOPHER CROSS "Arthur's Theme..." (WB)  
 S. NICKS w/T. PETTY... "Stop..." (Modern/Atco)  
 SHEENA EASTON "For Your Eyes Only" (Liberty)

Parallel Listings Begin on Page 30.

### RICK JAMES "Super Freak" (Gordy) 51/5

Moves: Up 28, Debuts 2, Same 16, Down 0, Adds 5, WBEN-FM, Z93, WTIC-FM, WAEB, WANS-FM, WPGC 15-11, WCKX 8-5, KHS-FM 2-2, 13K 11-2, KSET-FM 3-1, B97 3-1, WBBQ 9-5, KX104 5-1, KGGI 2-1, Z102 16-9.

## Others Getting Significant Action

### JOHN DENVER "Some Days Are Diamonds (Some Days Are Stone)" (RCA) 44/4

Moves: Up 25, Debuts 3, Same 11, Down 1, Adds 4, KINT, KEEL, KTAC, 14WK, WCAO 24-19, KVIL on, WHB 11-9, KPLZ 18-16, KFMK 28-25, WNOX 29-25, WAKX 30-20, WOHO 19-17, KERN 32-29, KFYZ 12-9, KYA 17-12.

### BLUE OYSTER CULT "Burnin' For You" (Columbia) 41/7

Moves: Up 13, Debuts 7, Same 12, Down 2, Adds 7, WGCL, KFRC, WKEE, KSTAR, WIKS, KYSN, KSLY, 96KX 28-24, WDRQ 17-12, KBEQ 11-9, K104 11-7, WRVQ on, KJ100 6-3, FM103 9-7, WJBO 40-33.

**MIKE POST featuring LARRY CARLTON "The Theme From Hill Street Blues" (Elektra) 36/10** Moves: Up 5, Debuts 10, Same 11, Down 0, Adds 10, WZUU, KYYX, WFBF, KXX106, WMAK-FM, WBCY, KNBQ, 14WK, KYA, KRLC, WFI on, WCAO d-28, 94Q d-28, KCPX 33-29, WFLB 24-21.

### ARETHA FRANKLIN & GEORGE BENSON "Love All The Hurt Away" (Arista) 35/12

Moves: Up 4, Debuts 2, Same 17, Down 0, Adds 12, WROR, PRO-FM, 94Q, KFI, Q106, WKEE, KFMK, KPLZ, KQ94, WMAK-FM, KHYT, WFLB, WXKS-FM 29-26, KRLY 24-18, WTX 40-32.

### CARL CARLTON "She's A Bad Mama Jama" (20th) 35/9

Moves: Up 10, Debuts 7, Same 9, Down 0, Adds 9, Y100, WCKX, WTX, WBBQ, WMAK-FM, KJRB, 95SGF, WISE, KVOL, WXKS-FM 9-6, KRLY 6-6, KIQQ 22-13, KSET-FM 7-3, KPLZ 24-15, KHYT 9-5.

### DIESEL "Sausalito Summer Nights" (Regency/Atco) 32/19

Moves: Up 4, Debuts 2, Same 7, Down 0, Adds 19 including 96KX, Q107, KBEQ, WPST, K104, KEGL, WBCY, WCSC, KZ93, WZOK, KZZP, 95XIL, WCGQ, KILE, KRLC.

### GO GO'S "Our Lips Are Sealed" (IRS) 31/10

Moves: Up 7, Debuts 3, Same 11, Down 0, Adds 10, Q105, KFI, KQ94, WBBQ, KIDD, KLUC, KRQ, KHYT, WXLK, KCBN, WXKS-FM 11-7, KEARTH 5-4, KRLA 9-5, WPST 25-22, KKXX 17-10.

### EVELYN KING "I'm In Love" (RCA) 30/2

Moves: Up 12, Debuts 0, Same 14, Down 2, Adds 2, WTIC-FM, KENI, Y100 on, Q105 29-21, KEARTH 23-21, KFI on, KIQQ 31-24, KSET-FM 5-4, KPLZ 25-18, KEEL on, WJDX 24-22, KX104 on, KYNO-FM 27-20, KGGI 9-7, KHYT 21-18.

### DENICE WILLIAMS "Silly" (ARC/Columbia) 29/5

Moves: Up 11, Debuts 2, Same 7, Down 4, Adds 5, WKTU, WAAY, WFBG, WSGA, 95SGF, 94Q on, WDRQ 21-17, KIQQ 32-29, KSET-FM 19-15, WJDX 3-2, WMAK-FM 16-11, KCPX 39-36, WFLB 27-23, FM99 22-18, KVOL on.

### MICKEY GILLEY "You Don't Know Me" (Epic) 23/4

Moves: Up 9, Debuts 0, Same 9, Down 1, Adds 4, KQ94, WCSC, WTSN, WSGA, WROR 18-13, KPLZ 32-24, KEEL 11-9, WAAY on, WNOX 7-6, KOFM 14-12, KNBQ on, 13FEA 30-27, 14WK 26-22, KILE on, KFYZ on.

### MICHAEL STANLEY BAND "Falling In Love" (EMI America) 23/0

Moves: Up 12, Debuts 1, Same 10, Down 0, Adds 0, 96KX 12-10, WGCL 9-4, KSFX on, B104 on, WPST 33-30, K104 34-27, KQ94 33-29, KXX106 on, WAAY on, 14WK 28-23, WCIR on, 95XIL 19-13, WFLB 31-25, KKLS 27-25, KRLC d-25.

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